



How The Warehouse Sale achieved  
**13x ROI ON SOCIAL MEDIA**

## What is The Warehouse Sale?

A one day pop-up shop that brings together the top local boutiques for one big sale. Think The Hunger Games meets Black Friday.

## Customers?

The Warehouse Sale has two different customers:

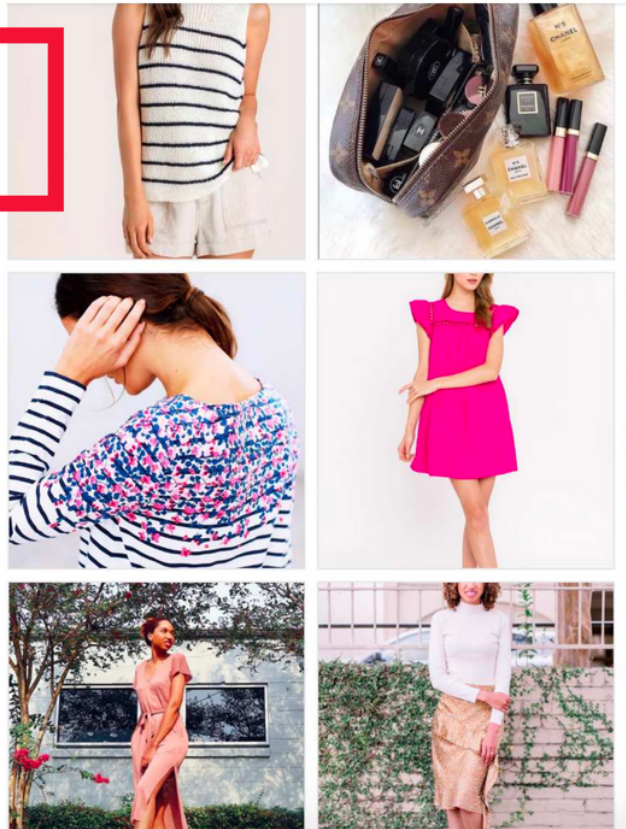
1. Store owners B2B
2. Sale shoppers B2C



## THE PROBLEM

After four successful years in business, The Warehouse Sale started to see sale numbers plateau and social media engagement decrease.

The Warehouse Sale had a limited ad budget and had to adjust to a Social Media algorithm shift that favored content video over images.



An aggressive social media campaign that included:

- ✗ Eliminating all non-social media spending
- ▶ Creation of and rigorous testing of video content
- Enhanced targeting based on income, interests and previous online and offline engagement
- 📣 Prioritizing Ads over 'boosted posts'
- 🎯 Website pixel retargeting
- ⏏ Improved landing pages

### The Results



### Learnings

Of all the social media platforms, Facebook and Instagram ads are the most cost effective. They offer the ability to easily re-engage current and past customers as well as find new but similar customers. Paid social media marketing is a must for any B2C company that is trying to cast a wide net with limited resources.