



DriskoMedia

Case Studies

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TIRE STICKERS

The business: Tire Stickers is exactly what it says on the tin: They make decals for your tires. They have licenses with big manufacturers like Michelin, Goodyear, etc., and they also make custom decals that say whatever you want.



Our role: We were brought on initially to run their Instagram account. Then we expanded into Facebook. Then Facebook/Instagram ads. Then Google ads. Then e-mail marketing. Then SEO. Our efforts have helped Tire Stickers triple their sales within a year.

But how? We're very proud of our work with Tire Stickers because it combines some creative positioning with ruthlessly analytical strategy.

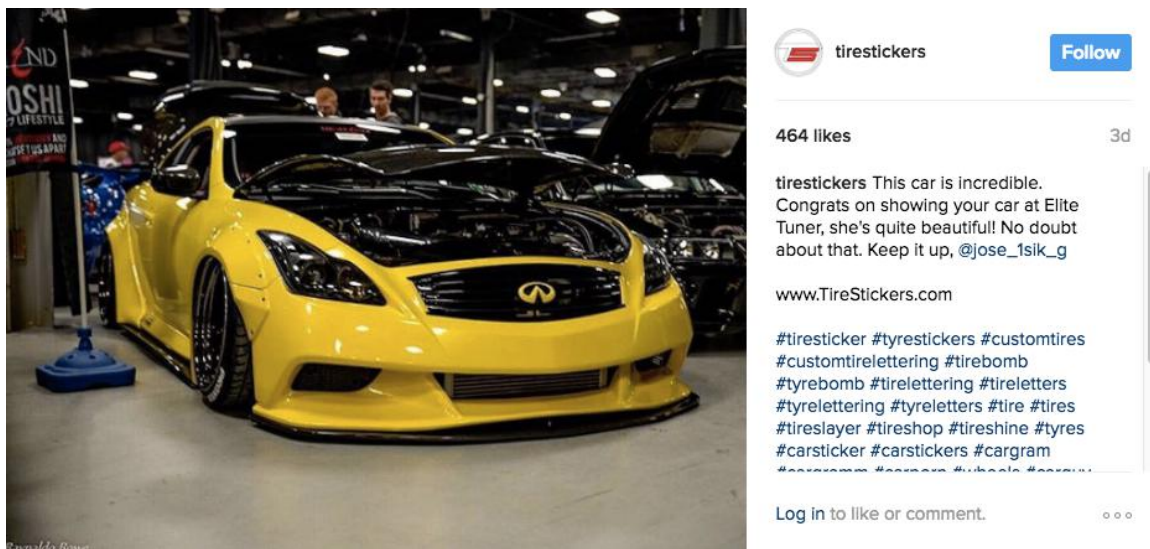
If that sounds like a bunch of technical mumbo jumbo, the answer is this: We used our hearts and our brains to deliver campaigns that did 5X, 10X,

20X, and sometimes even 50X return on investment. That's the sort of thing that helps us spring out of bed each morning. Here's how it went down:

Step 1: It's about the customers!

When we first started, we were amazed that there were a few posts per day of customers sharing their cars with Tire Stickers installed on the tires.

Usually, it takes a lot of effort to motivate user-generated content, but here, it was coming right to us. So, we decided to double-down by making our social media communication into a celebration of the Tire Stickers customer.



Does your average brand know that a customer entered a car show – let alone congratulate him on it?

No, but it only takes a few seconds to look up – and it sets Tire Stickers apart.

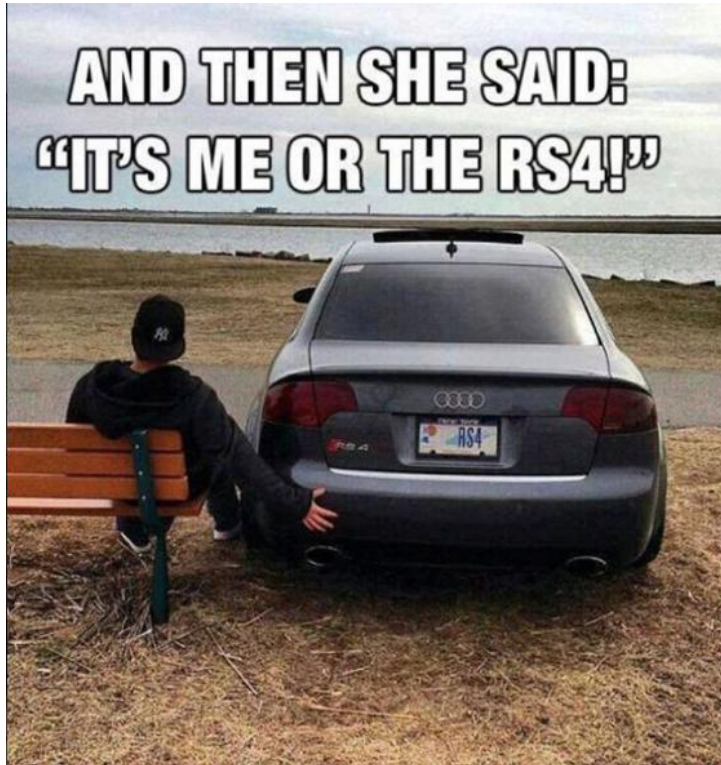
While most folks try to sell, we let user-generated content serve as social proof, the ultimate endorsement. We hold up our customers as our heroes (which they are) and take a genuine interest in them.

And the user-generated content keeps coming and helps generate sales.

Nowadays, we can't even post all the customer photos because there are dozens per day. All for free. That's how we went from 30,000 Instagram followers and 6,000 Facebook page likes to more than 80,000 and 50,000.

Step 2: Have fun with it

Tire Stickers are popular amongst car guys – so that's who we create content for, and that's who we talk like. Observe:



when u go thru a light as it's turning red and u noticed the car behind you went too and you like "y'all wild lmao"



By keeping it fun, by connecting to car guys in ways that make them uniquely car guys, and by writing the way that they talk, we once again reinforce our bond with our ideal customers.

By narrowing in on exactly who buys Tire Stickers (guys, ages 21 – 35, who love muscle cars, trucks, fast import sports cars, and Fast and the Furious movies), we can talk directly to them in a way that most brands can't. The other guys keep their messaging generic because they don't know who their customer is and don't want to "say the wrong thing." We don't have to play it safe.

In fact, our most popular Facebook ad doesn't go into crazy detail about the product's benefits, it reads, "Dayuum, the garage just got sexier." Full ad (with video) available here:

<https://www.facebook.com/tirestickers/videos/1208145129206676/>

**Tire Stickers** ✓
Written by Zack Drisko [?] · July 6, 2016 · 🌐

Does your ride need that finishing touch? Check out our custom and branded decals, and celebrate the glory of tires with us.

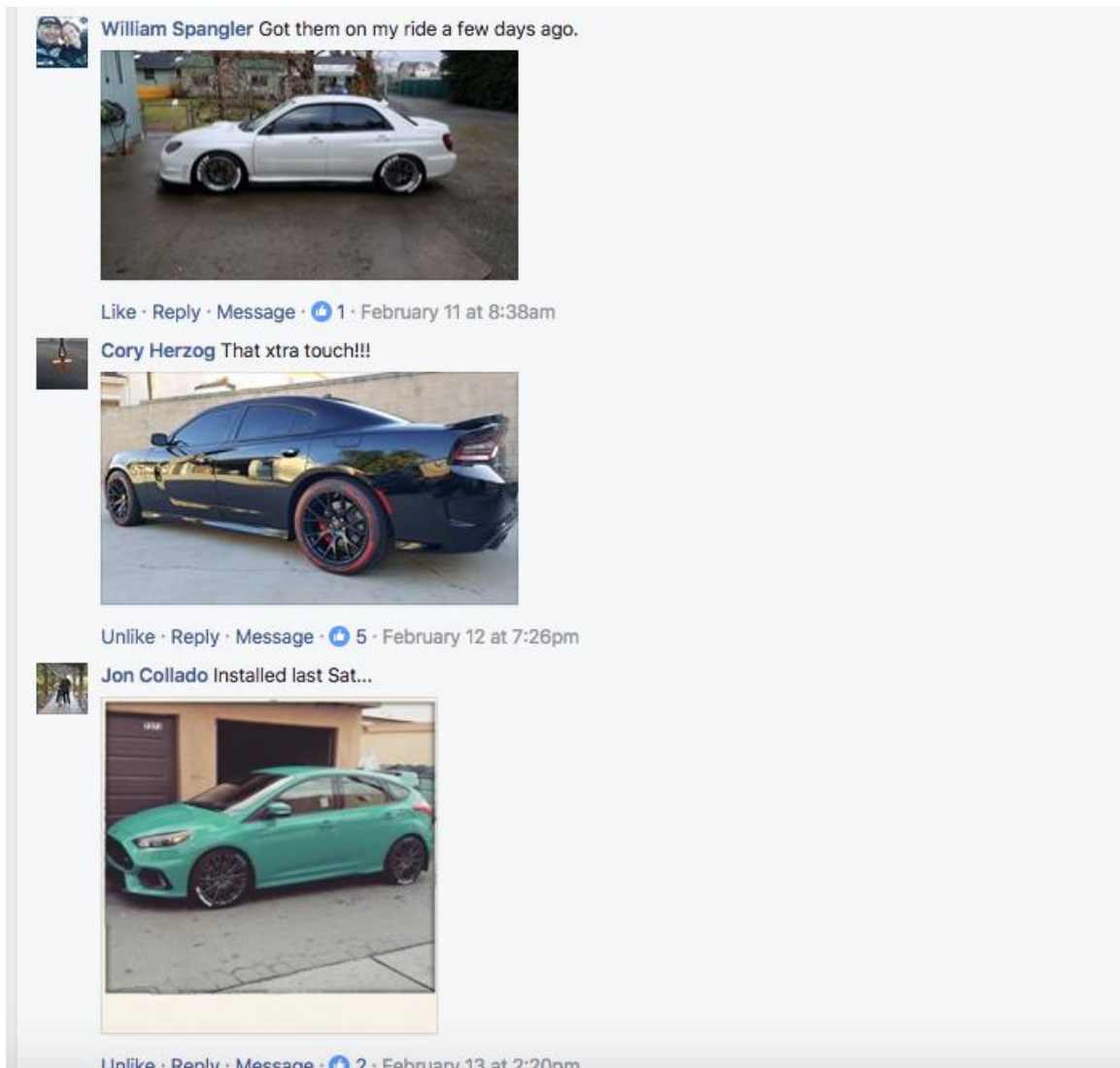


Uh-oh, the garage just got sexier.
DAAAAAYUMMM!

TIRESTICKERS.COM

Shop Now

And guess what? The comments on the ad are pages and pages of customers sharing their own rides – totally unprompted:



When you understand your audience, you can skip all the BS. It works better.

Step 3: Drive down customer acquisition costs with Darwinism

Our approach to pay-per-click advertising is straightforward: survival of the fittest.

That's how we run campaigns for Facebook, Instagram, and Google – and it works.

We start by creating a few campaigns based on research and intuition, ones

that we think will work.

Then we monitor the results to see what *actually does work*. Sometimes, it's an outright success. Every once in awhile, it's a failure. Most of the time, it's a moderate success, and you have to look at all the factors – targeting, placement, the copy, the image or video, etc. – to learn the lessons. Which part of this worked? Which group of people didn't care about the ad? How can we stop paying to reach the people who didn't care?

That's what we've done here. Some campaigns work really well with the 18-24 age group, so we'll duplicate the campaign and only target people in that group. Sometimes, we'll see a campaign that's really killing it, and we'll create several variations of it to see if we can do even better.

Turns out that you can take the lessons of Charles Darwin and apply them to inanimate things like ad campaigns. Keep reproducing variations of the successful ones and let the unsuccessful ones die.

The results have been staggering: Frequently, we have AdWords campaigns and Facebook and Instagram campaigns producing sales for \$2 or \$3. To put that in perspective, an average sale on the Tire Stickers website is \$150, and the lifetime value of a customer is \$500.

At our best, we're doing 75 times return on investment, and we're consistently doing better than 10X and 25X on campaigns.

You give us a dollar, we give you \$10, \$20, \$50, sometimes even \$75 back. Not a bad deal.



TOWER PADDLEBOARDS

The business: Tower Paddleboards is a Mark Cuban Shark Tank business. It's always been a dream to work with a Shark Tank company, so this was a blast.



That feeling when DriskoMedia doubles the ROI of your Facebook ads.

Our role: We were brought on to run their social media and Facebook ads. In six months, we doubled the return on ad spend of their Facebook ads and used Facebook ads to grow their email list at an insanely low cost.

But how? Well, there are a few things that we did here.

First, it was diving deep, deep into their historical sales data. What we learned some key things:

- There's a "high tide" and "low tide." Basically, in the warmer months,

everyone wants paddle boards. In the colder months, a smaller group of people want them.

- HOWEVER, the low seasons are still booming in certain locations. The warmer US states did not show the same seasonality, so we could target those places year-round and still get great results.
- Proximity to large bodies of water was also a big factor. Are you near the ocean or a large river? Well, you're much more likely to buy a paddle board than if you're landlocked. Simple as that.

From this, we developed a profile for their high season and low season. The customer profile for each season was different and wasn't something they were doing before. It didn't mean simply lowering the budget in the low season. It meant completely shifting the customer profile we targeted so that you could sell nearly as many paddle boards (or at least have the same cost per conversion) no matter what time of year it was.

Next, we looked at the creative. We built a funnel that relied on cool, flashy videography to get people's attention and then we retargeted with longer videos that were more informational and showed people how the paddle boards worked, what made them special, how to paddle board, etc.

As people got later in the funnel, they were considering buying a paddle board, so addressing these buyer's questions and objections helped make the ads convert more profitably.



Taken together, that meant bumping up their return on ad spend from 3X to 6X in a fairly short amount of time.

Additionally, we helped build their email list so they could continue marketing to people and extend the lifetime value of each customer. We did this by promoting a monthly giveaway. Here's how it worked:

- You entered your email address on a Facebook lead ad to enter the giveaway. We then automatically dropped that into MailChimp, and they began getting an email marketing sequence.
- Contestants could increase their chances of winning by sharing the giveaway with their friends, which meant that the giveaway would go viral and reach more and more people every time we did it.
- We announced a winner and made it very public so the winner got notoriety and also so people knew that this giveaway was legit and not just a way of collecting email addresses
- Everyone who didn't win received a promo code to get a discount on one of Tower's products.

The sales generated from the giveaway "consolation" email would pay for advertising costs to acquire the emails, so it meant we essentially grew the email list for free, sometimes even turning a profit on growing the email list.

And the best part? Now, you have a pile of email addresses that you can continue to market to and sell them more products over email and target them with ads now that you know they like paddle boards and are interested in your brand.

BEVERLY HILLS CAR CLUB

The business: Beverly Hills Car Club is one of the largest classic car dealerships in the United States. Founder and president Alex Manos is renowned for buying and selling rare classics from all over the world.

Our role: We were brought on to run marketing and social media, and within a few months had built a lead-gen machine that set all-time company sales records month after month.

But how? We believe that simple is usually better than complicated. We set out to simplify Beverly Hills Car Club marketing approach so the brand identity was more clear and the pathway to a sale more streamlined and effective.

Step 1: Set clear brand identity moving forward

Initially, Beverly Hills Car Club had two opposing images it was projecting. On one hand, there was a push to make founder Alex Manos the frontman of the brand. He's a fun-loving, charismatic guy. On the other hand, the brand voice as whole communicated chic and exclusive luxury. The two voices were in conflict.

One of the first things we did was reconcile these differences. Bringing Alex to the forefront was a great idea, so we built the brand around him to play to his strengths. Beverly Hills Car Club became more of an inclusive place, "an automotive Disneyland" where car-lovers from all over the world could gather and have a great time. Aligning communication across the board meant a more singular, memorable personality for the brand, and it resonated with people as a result.

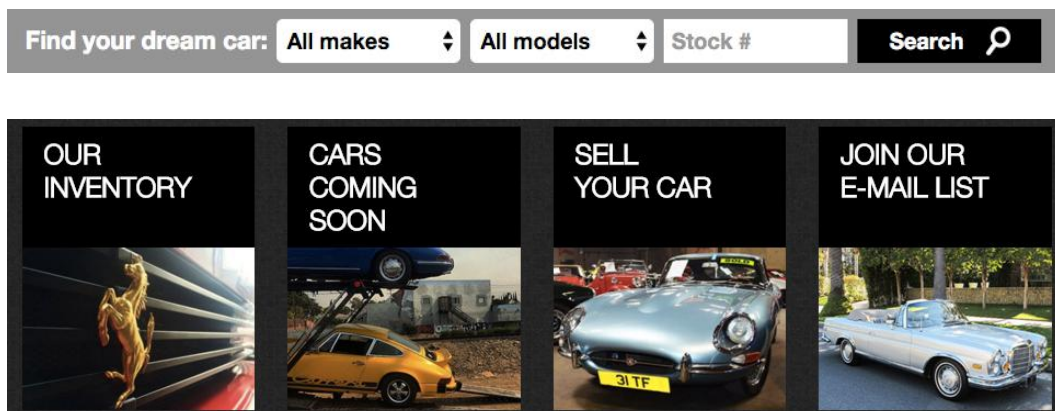
Step 2: Full department review to set our focus

We implemented lead sourcing with the sales team so we could track which programs were resulting in sales and which ones weren't. Pretty quickly it became apparent that some things were working great (Instagram, e-mail marketing, website, and certain advertising) and some things weren't getting much traction.

Step 3: Stop doing what isn't working and use the money towards what is

By eliminating the underperforming tactics and investing in things that were working the best, we saw an uptick in leads and sales almost immediately. We used the funds as follows:

- a. **Website redesign:** It was very clear that our number one lead generation tool was the Beverly Hills Car Club website. A person that used the site regularly was most likely to buy from us. So, we set out to make the website more intuitive to use. We added a floating search bar at the top of the page, making it quicker and easier to search for a make, model, or stock number. Searches increased by a third, meaning that users saw more cars and requested more info about them from our sales staff. There were more prominent buttons encouraging users to subscribe to our e-mail alerts. We saw a boost in subscriptions, which meant more people were finding out about cars as soon as they went on sale and visiting the website. Again, more people regularly visiting the website meant more leads, which meant more sales. We also made the website responsive, so mobile users (a third of the traffic) would get the same quality experience as desktop users.



- b. **E-mail marketing redesign:** We redesigned our real time e-mail alerts to be responsive, so they looked just as good on your phone as they did on your desktop. We saw a sizeable boost in engagement on mobile, which again furthered our goal of getting people looking at the cars.
- c. **Scale Instagram to raise brand awareness and generate more leads:** When we started at Beverly Hills Car Club, they had 13,000 Instagram followers and got about 250 likes per photo. Within four months, they cracked 100,000, and they passed 190,000 followers and were routinely getting 4,000-5,000 likes per photo by the end of 2015. Beverly Hills Car Club became one of the leading classic car accounts to follow on Instagram and far and away the biggest and most renowned classic car dealership on Instagram. We accomplished these feats by implementing a highly effective content strategy, which focused on a few different things:
- Bringing founder Alex Manos front-and-center: He is charismatic and knows his stuff, so we routinely featured him in our content (as well as across our web and e-mail materials). He flies all across the world looking for the rarest cars, so we featured photos he took on his travels. This behind-the-scenes quality made Beverly Hills Car Club more accessible and fun and gave people something to talk about.



- Optimized car features to convert sales: For every post about a car we had for sale, we added our contact info and included the car's stock number. We also sent the sales team a list of the cars we were posting each day. The end result meant more phone calls per post, and the sales team had a much easier time identifying the car a customer was calling about.



- Celebrity content: Celebrities and cool cars go together, especially when we're talking about a place called Beverly Hills Car Club. We'd feature celebrity birthdays and anniversaries that would resonate with our audience.



- Celebrating our followers: We'd frequently share customer restoration photos. We'd ask followers to vote on favorite cars. For Father's Day, we asked followers to send us photos of their dads' cars, and we shared some of them. Followers are much more engaged when they feel like they're part of the experience, so we made sure to reinforce those feelings so they felt included and valued.



Step 4: Continue to refine: We had a strategy that was working, but that didn't mean we were done. Every week, we'd review our results and continue to fine-tune the approach. For example, we discovered that DeTomaso Panteras sold incredibly well on Instagram, so we made sure to post every single one we could as soon as they arrived. We also noticed how well Instagram was doing as a lead source, so we further invested in the platform, paying huge non-celebrity car accounts to post about us. It resulted in thousands of highly targeted followers at a fraction of what celebrity influencers cost.



FAMOUS BIRTHDAYS

The business: Famous Birthdays is a website (www.FamousBirthdays.com) that profiles celebrities and trending up-and-comers. The site receives more than 7 million unique visitors per month and continues to skyrocket in popularity.

Our role: We were brought on to manage social media and provided additional value in brand strategy and user experience.

Blowing up social media: When we joined the team, their Twitter account had 65,000 followers and generated roughly 1.6 million monthly impressions. Within a year, @FamousBirthdays had more than 200,000 followers and approximately 8 million monthly impressions.

We collaborated on a strategy and implemented a way to reach thousands of people everyday. We scanned Twitter for people talking about their own birthdays, and we automatically wished them a happy birthday and told them which celebrities have the same birthday as them.

People loved it, and it was a great way to introduce Famous Birthdays to people in a fun, on-brand way that created a positive association. We gained countless loyal followers using this process, and it blew people's minds that a large verified account still found the time to notice them on their special day.

As our followers and engagement numbers piled up, key influencers of our space began following us, including President Barack Obama and internet megastars Nash Grier and Taylor Caniff. The latter two became key to our growth, since the profiles we provided on YouTubers and Viners (RIP Vine) was our differentiator. When Taylor's birthday rolled around, our Tweet to him demolished all company Twitter engagement records, receiving more

than 7,000 retweets.

Positioning the brand for success: Profiling celebrities isn't a unique thing. The space is very crowded. To succeed, you need something that makes you different.

We helped the company move away from Wikipedia's shadow and into uncharted waters, where it focused on being *the* place on the internet to learn about famous and up-and-coming YouTubers, Viners, and other web video stars – a niche that competitors almost entirely ignoring. The site's short and easy-to-digest profiles and mobile-friendly responsive design made it an ideal fit for teens and millennials. There was a huge opportunity here.

Consequently, we helped position Famous Birthdays as a fun, mobile-forward platform that focused on young internet stars. By contacting web stars directly, Famous Birthdays was publishing birthdays and bios that people couldn't find anywhere else on the internet.

Popularity soared, specifically with teenage girls and millennial women, and Famous Birthdays had the strongly defined differentiator to scale quickly.

To keep these new users returning, we also helped launch site features like "trending" and "recently added" so visitors could stop by daily to see new profiles and see which people were rising in popularity. We also consulted on the design and functionality of the Famous Birthdays app, which again improved mobile experience and help transition the user base from one-off Google-driven traffic to passionate, returning visitors.

Famous Birthdays had 3 million monthly unique users when we started, and within a year they blew past 7 million. The brand had become younger and more fun, and the company found its niche in profiling web stars and up-and-coming celebrities.



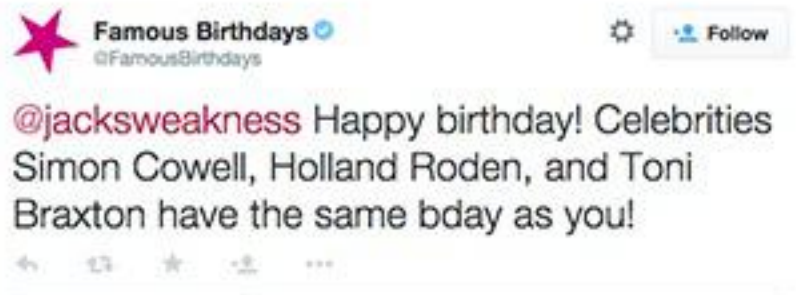
Positioned brand to focus on YouTube and Vine stars, whose fans were underserved.



Acquired loyal followers with fun, inviting strategies



Led to huge growth in a very targeted demographic



DAVID LYNCH SIGNATURE CUP COFFEE

The business: David Lynch is an Oscar-nominated filmmaker known for a strange, surrealistic style. He created the iconic television series “Twin Peaks” and directed films such as “Mulholland Drive” and “Blue Velvet.” He also has a coffee brand, David Lynch Signature Coffee, which has distribution in Whole Foods. He wanted a viral spot that would make some noise and get people talking about his delicious coffee.

My role: We developed the idea with filmmaker Andrew Parkhurst, wrote the tagline, and produced the spot.

Making the viral ad: Getting the tone right was crucial. You want to create something suitably weird and out-there to fit the David Lynch brand, but you don’t want to create something that feels like a knockoff of his work. We had the strange-and-noisy idea of having a scientist test the coffee on a robot to decide whether the coffee was for robots or just for people. The robot drinks it, has a euphoric experience, and then her head explodes. Literally. The tag “It’s for people” appears quickly as a wry, pithy cap to the spot.

The results: We rolled out the spot on David’s Facebook page. Within hours, it received all sorts of organic press coverage from places like Mashable, AdWeek, Vulture, IndieWire, and many coffee sites and blogs. It led to a noticeable influx of sales, according to the distributor. “When (the commercial was introduced, we had a nice influx of orders and inquiries for the coffee,” said Holly McGee, owner of Java Distribution.

Watch the spot here:

<https://www.facebook.com/davidlynchofficial/posts/839981276050761>

Created a noisy, on-brand idea



that got people talking



and drove real results.

INFLUX OF
ORDERS!

