

**ZACK DRISKO
CASE STUDIES**

BEVERLY HILLS CAR CLUB

The employer: 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.

My role: I was brought on to run marketing and social media, and within three months had built a lead-gen machine that set all-time company sales records month after month.

But how? I'm a big believer that simple is usually better than complicated. I 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

When I got there, Beverly Hills Car Club was in the middle of a sort of identity crisis. 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 company as a whole projected an austere image. The two personas were in conflict.

One of the first things I did was reconcile these differences. I agreed that bringing Alex to the forefront was a great idea, and so I 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. This shift aligned the all messaging across the board to keep everything headed in the same direction.

Step 2: Full department review to set our focus

I implemented lead sourcing with the sales team so I 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 advertisers) while the vast majority of the print publications and digital ads weren't generating anything.

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

By eliminating the underperforming advertising contracts and investing in things that were working the best, we saw an uptick in leads and sales almost immediately. I 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, I set out to make the website more intuitive to use. I 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. I also made the website responsive, so mobile users (a third of the traffic) would get the same quality experience as desktop users.

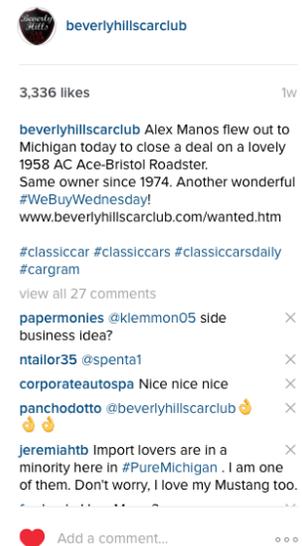
Find your dream car: 



b. **E-mail marketing redesign:** I 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 creating power users of the website.

c. **Scale Instagram to raise brand awareness and generate more leads:** When I started at Beverly Hills Car Club, they had 13,000 Instagram followers and got about 250 likes per photo. When I left my position as marketing and social media manager, they had 170,000 followers and were routinely getting 4,000-5,000 likes per photo. 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. I 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 I 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, I added our contact info and included the car's stock number. I also sent the sales team a list of the cars I was 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. I'd feature celebrity birthdays and anniversaries that would resonate with our audience.



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



Step 4: Continue to refine: I had a strategy that was working, but that didn't mean I was done. Every week, I'd review our results and continue to fine-tune the approach. For example, I discovered that DeTomaso Panteras sold incredibly well on Instagram, so I made sure to post every single one I could. I also noticed how well Instagram was doing as a lead source, so I 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.

Step 5: Look to the future: While there wasn't a short-term benefit to increasing global awareness of the company outside of our niche, I realized that it would definitely be part of a strong long-term strategy as Beverly Hills Car Club continued to grow. As a result, I jumped on opportunities to get BHCC founder Alex Manos featured on TV shows like "Car Matchmaker," "Fast N' Loud," and "Beverly Hills Pawn." At no cost to us, we could start to build Alex's recognition, which we could later leverage in a multitude of ways to further the interests of Beverly Hills Car Club.

FAMOUS BIRTHDAYS

The employer: 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.

My role: I was brought on to manage social media and expanded my role to provide value in marketing and brand strategy as well as user experience.

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

I devised a strategy and worked with a developer to implement a way to reach thousands of people everyday. We developed the ability to scan Twitter for people Tweeting about their 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 birthday.

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 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. When I arrived, Famous Birthdays had been focusing on movie stars and athletes, which firmly planted it in the shadow of Wikipedia and many others as a biographical resource.

Attempting to become Wikipedia 2.0 wasn't an effective business strategy, so I set out to find ways to set Famous Birthdays apart. The site's short and easy-to-digest profiles made it an ideal fit for mobile use, and the abnormally high user-generated popularity rankings for web stars meant there was a young fanbase that was waiting to be developed.

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

Popularity soared, specifically with teenage girls and millennial women, which carved out a strong niche for Famous Birthdays to truly begin to scale and move forward.

To keep these new users returning, I 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. I also led the design of the Famous Birthdays app, which again helped improve 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 I started. When I left they were scraping 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.



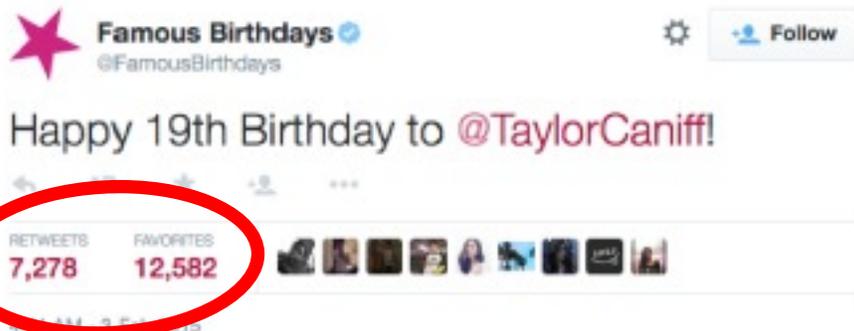
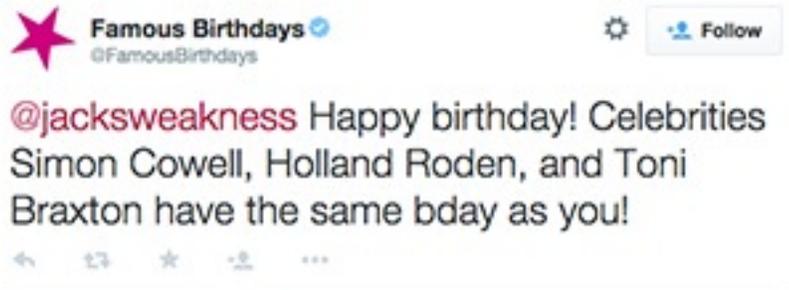
Positioned brand to focus on YouTube and Vine stars, whose fans were underserved.



Acquired loyal followers with fun, inviting strategies



Led to huge growth in a very targeted demographic



DAVID LYNCH SIGNATURE CUP COFFEE

Watch the spot I produced here:

<https://www.youtube.com/watch?v=mPkrPjiuK2c>

The client: 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: I developed the idea 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 first introduced, we did have a nice influx of orders and inquiries for the coffee,” said Holly McGee, owner of Java Distribution.

Created a noisy, on-brand idea



that got people talking



and drove real results.

INFLUX OF
ORDERS!

