



AURA

DIGITAL MARKETING BLUEPRINT CASE STUDY

# AURA PENDANTS

# GROWTH CASE STUDY



**GROW**  
YOUR BRAND

GROWYOURBRAND.CO  
Copyright GrowYourBrand.co

P: 020 3151 9224  
E: support@growyourbrand.co  
W: growyourbrand.co



1





### THE CHALLENGE

“To support influencers **@MRCALUMBEST** and Love Island’s **@MISSCALLYJANE** with product development, customer service strategy and marketing blueprints to scale sale conversions across multiple digital channels.”

# THE BLUEPRINT COVERED

- INSIGHT AUDIT
- CONTENT STRATEGY
- INFLUENCER OUTREACH STRATEGY
- EMAIL FUNNELS
- FACEBOOK AD FUNNELS
- SEO STRATEGY
- PPC STRATEGY
- GOOGLE REMARKETING STRATEGY
  - INCLUDING YOUTUBE ADVERTISING

## THE GROW PLAN



**BRAND AFFILIATIONS**

HARRODS	RESPISSO	
Harrods	benefit	Mercedes-Benz
BIRCHBOX	JD	Breville
L'OREAL	SEPHORA	STARBUCKS
BIG BUNNY		TOMMY HILF
HARVEY NICHOLS	MAC	
Star2night		ESTEE LAUDER

**COMPETITION** vs **MY PERFORMANCE**

60%	40%
...	...

**THE GOLD STANDARD**

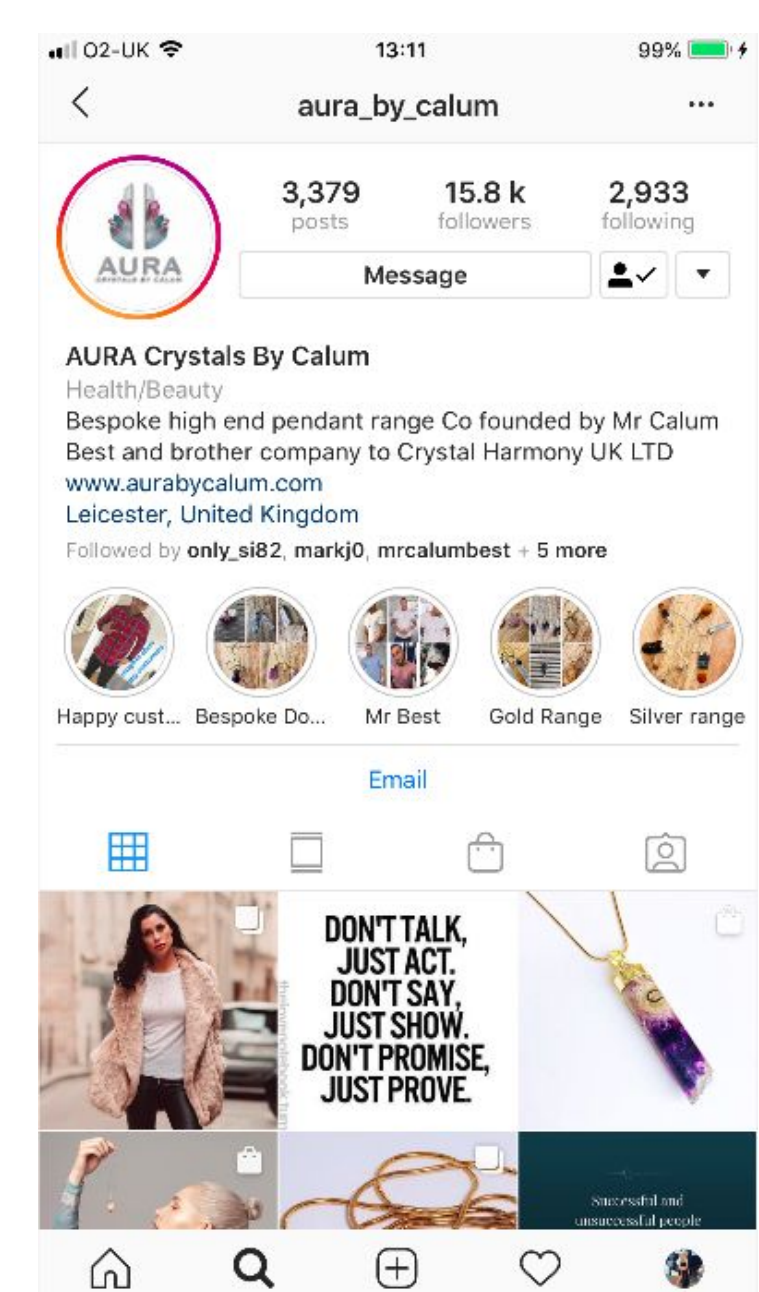
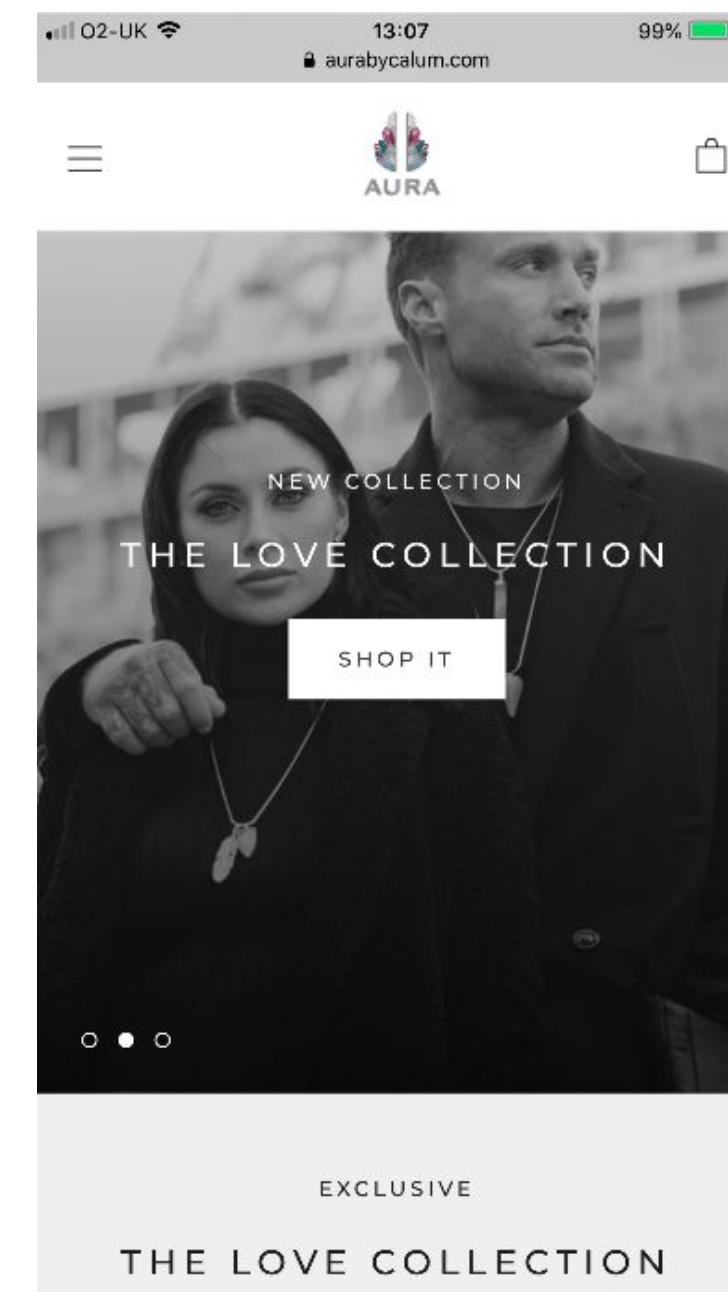
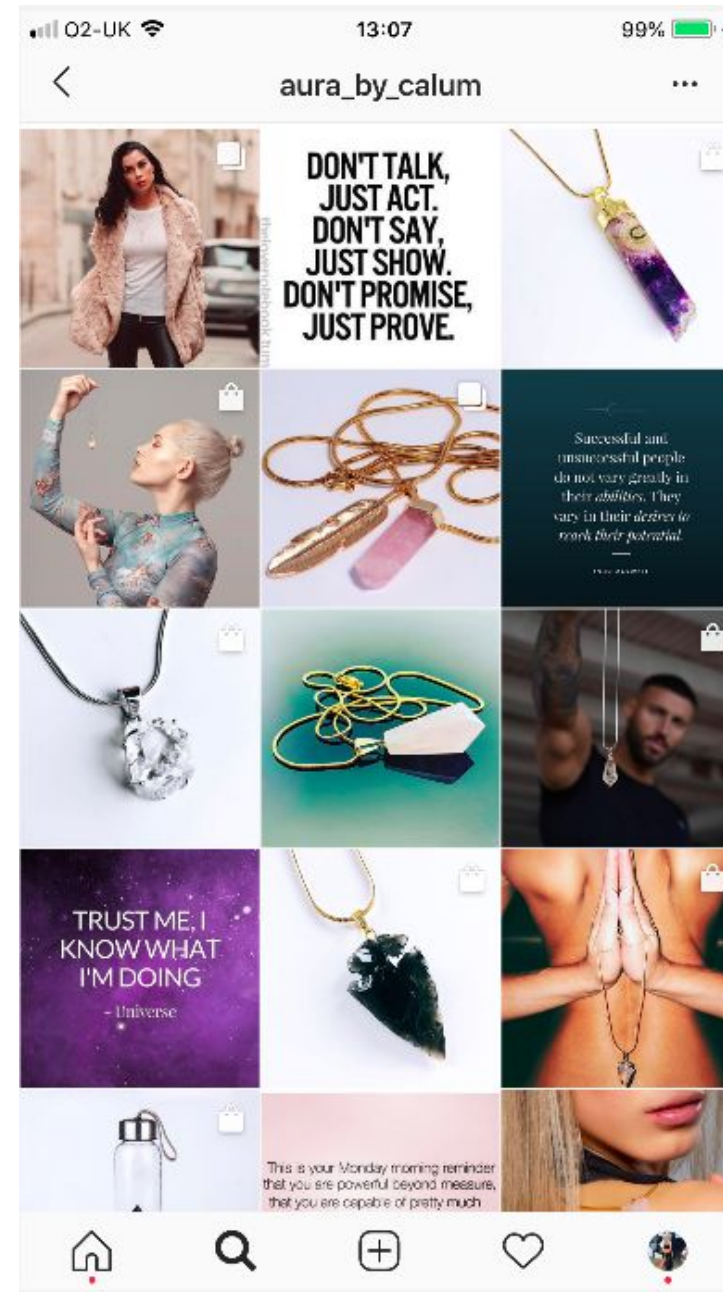




# THE SOLUTION

GrowYourBrand.co helped new e-commerce brand, AURA Pendants by Calum Best develop their content strategy for community growth, as well as GROW their online sales through Facebook, Email and Clickfunnels. Personalised strategies laid out within their custom GROW blueprint.

GrowYourBrand.co ensured AURA were able to integrate their conversion pixel in order to correctly measure which sales are being driven from which Facebook and Instagram ads. Through rigorous testing amongst our agency jewellery brands we were able to implement a solid ad strategy that enabled AURA to scale sales from 200 in month one of working together, to 200 per week in month six.





AURA Crystals by Calum offers unisex gold and silver jewellery to aid healing and compliment your lifestyle. Their main mission being to inspire customers into becoming the best versions of themselves, and spread positivity.

PROVEN SYSTEMS THAT WORK

# Results

## And Key Performance Stats

The custom GROW Marketing Blueprint supported AURA in their GROWTH from a startup generating 200 sales per month, solely promoted through founder and influencer Calum Best social media profile, to generating over 200 sales per week in month 6 of working together.

This GROW plan was delivered to expand the sale conversion points, so that sales were not solely reliant on coming from Calum's Instagram posts.

The new plan ensured AURA were now able to have a strategy for the full digital ecosystem, including, SEO, PPC Shopping, YouTube and scalable email and Facebook ad funnels.

Sales increased by 400% Month On Month by month 6 of having the blueprint implemented.

### Key Performance Stats

- 400% INCREASE IN SALES PER MONTH
- 80% MORE ENGAGEMENT ACROSS SOCIAL CONTENT
- 200% INCREASE IN AVERAGE ORDER VALUE OF CUSTOMERS VIA AD FUNNELS
- 120% INCREASE IN EMAIL LIST
- 60% INCREASE IN CONVERSIONS VIA EMAIL FUNNELS





GROWTH BLUEPRINT ADDRESSED: ...Insight/Content/SEO/PPC/Youtube/Facebook/Influencers/Email



AURA



GROW  
YOUR BRAND

AURA PENDANTS BY CALUM BEST

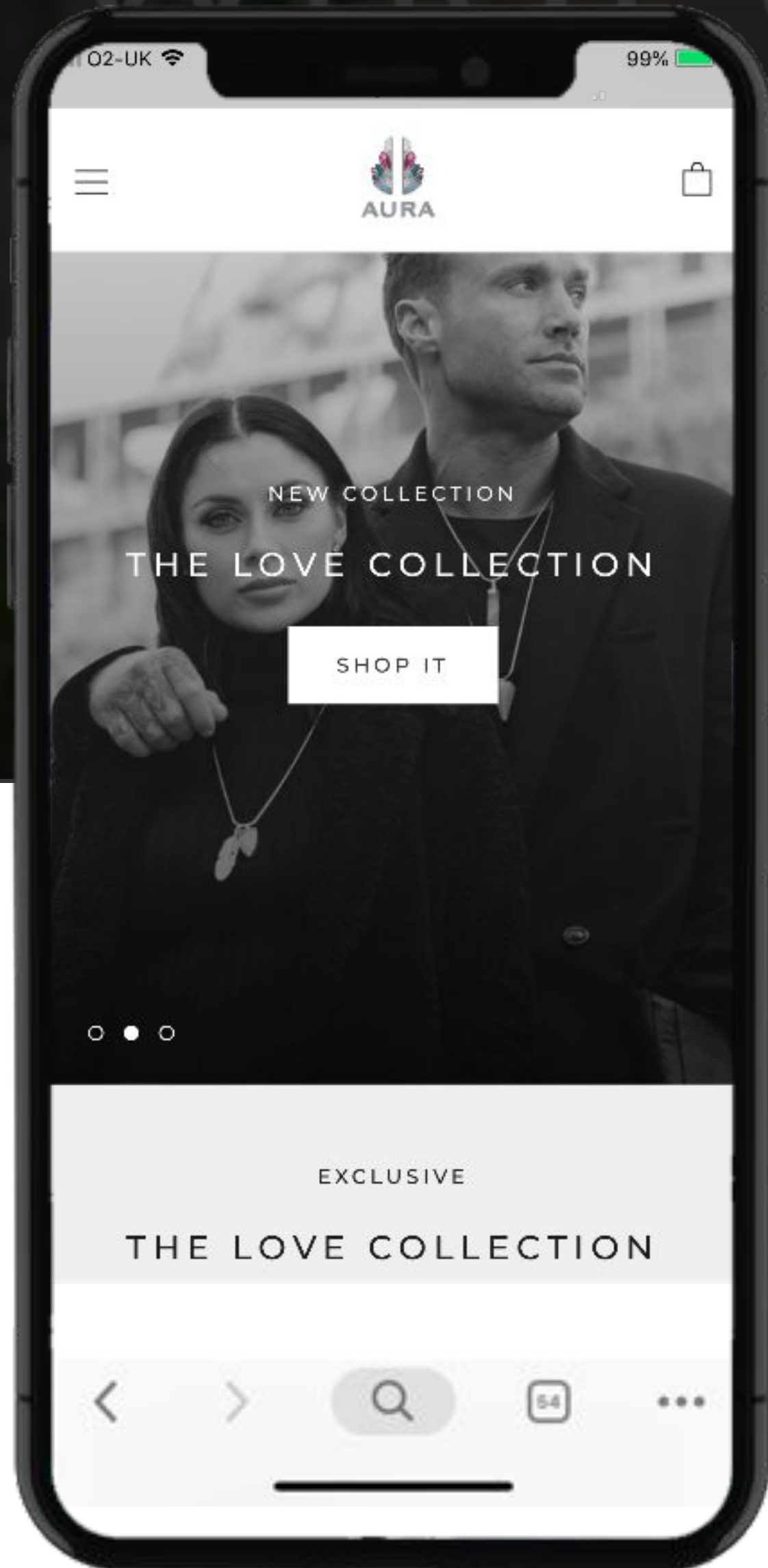
# WE HELPED AURA PENDANTS EXPAND THEIR ONLINE SALES CHANNELS

## BRIEF

- Increase Brand Awareness Of AURA
- Increase Sale Volume
- Influencer identification outside of Calum

## OUTCOME AFTER GROWTH BLUEPRINT AND INTEGRATED CONSULTANCY

- The Plan focused on scaling the reach and awareness of AURA in order to capitalise on more efficient remarketing across Google and Facebook.
- Sales increased by 200% through a wider digital focus.
- AURA Email funnels now helps contribute to consistent and measurable revenue each month.



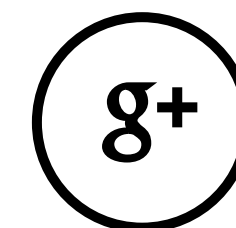
EMAIL CONVERSION INCREASE

+60%



MONTHLY SALES

+400%



CONVERSION INCREASE VIA  
GOOGLE REMARKETING

100%

## CALUM BEST | TV PERSONALITY & ENTREPRENEUR

*"The GYB Plans are an absolute Gamechanger. You don't know what you don't know. We were so focused on my own outreach for the brand, and Facebook, that we didn't even realise how much more potential we were missing out on. Every brand I launch I ensure the team I am working with uses a Brand Blueprint and has the ads setup with Mark and the GrowYourBrand team. An absolute game-changer, with 80% of the work done through planning, it leaves a little 20% for my team to deliver."*



GROWYOURBRAND.CO | CUSTOM MARKETING BLUEPRINTS

# THANK YOU

YOU'RE JUST ONE BLUEPRINT AWAY...



**GROW** YOUR BRAND

## CONTACT US

### WEBSITE

GROWYOURBRAND.CO

### EMAIL

SUPPORT

SUPPORT@GROWYOURBRAND.CO

### PHONE

OFFICE: 020 3151 9224

### COFFEE

SHOREDITCH: E1 6AW

WHITE CITY: W12 7FR

HEAD OFFICE:

UNIT 2, HARFORDE COURT, JOHN TATE ROAD  
FOXHOLES BUSINESS PARK, HERTFORD  
SG13 7NW