



MERCHANT
Solgaard

COLLABS CASE STUDY

Collabs helps Solgaard grow creator generated revenue by 287% MoM



The Solgaard story

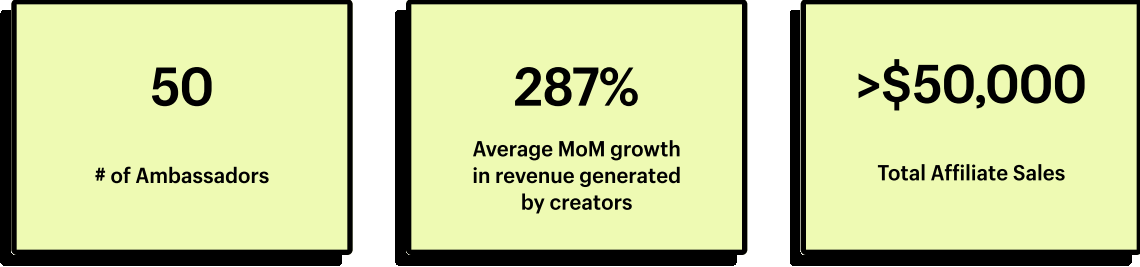
A design driven brand using business as a force for good, Solgaard's premium travel and lifestyle goods are crafted through sustainable innovation. Pioneers in using ocean-bound plastic in its fabrics (Shore-Tex®) and travel gear (including the Carry-On Closet®), Solgaard cleans up six pounds of plastic from coastal communities with every purchase. Relentless in his pursuit to create an economic engine for good, Norwegian-Canadian entrepreneur, Adrian Solgaard, founded the brand in 2016 to optimize life on the go for global citizens. With over a million pounds of coastal plastic collection underway as of February 2023, Solgaard is working to collect an additional 10 million pounds of plastic via its current project pipeline.

To propel this mission forward, Solgaard needs a strong marketing presence to help promote and strengthen the brand values that they hope to inspire the world with. Solgaard focuses on creating a brand that appeals to consumers seeking style, function, and sustainability, sharing their message over platforms like Facebook, Instagram, and TikTok. The company has also partnered with creators and influencers to build a community of people who can help them reach a wider audience, promoting their products and eco-friendly brand values.

Solgaard's journey is just beginning...



Contributing to a more sustainable and better planet over the last 6 months:



The Challenge

The Solgaard team knew they needed to build an ambassador program that would help them attract and build relationships with creators who share their values. To support their ambassadors and scale their program, they required a solution that would allow them to manage their community, offer custom commission structures, manage product gifting and discount codes, and discover new partners. Without a central place to do this within their Shopify admin, Solgaard was finding it difficult to support and scale their efforts.

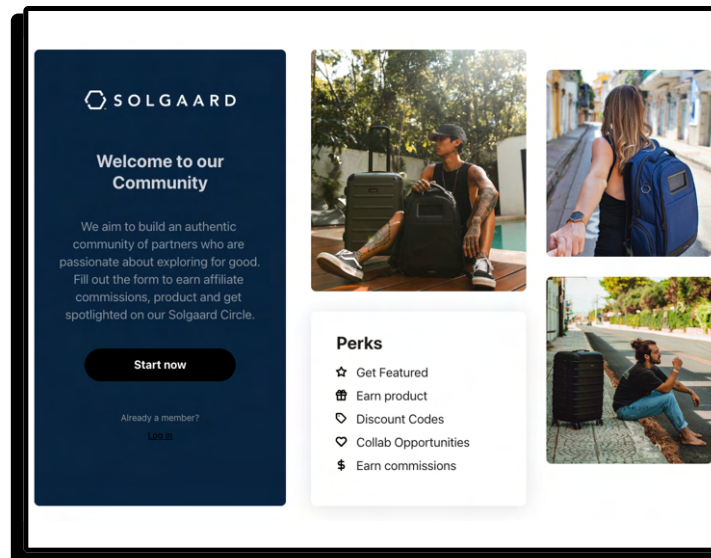


Image of Solgaards brand profile on Shopify Collabs



The Solution:

Collabs provides Solgaard with a platform to connect and collaborate with individual ambassadors who share their brand values and can help create inspiring and authentic travel experiences that drive brand awareness and revenue. By leveraging the platform's ease of use and the ability to manage ambassador relationships directly in the Shopify Admin, Solgaard can save time finding ambassadors to work with and better track their ROI on the work they do together.

Collabs enables Solgaard to discover new potential ambassadors across different social platforms such as Instagram, YouTube, and TikTok, expanding their reach and growing their community of creators who are aligned to the mission of the company. Finding creators through the Recruit feature on Shopify Collabs has helped Solgaard speed up and simplify the process of identifying new potential ambassadors. Recruit makes it easy to search for creators by location, keywords and hashtags while further providing an in-depth look at a creator's recent posts and an overview of their social engagement metrics, all from within the Collabs App.

Moreover, by leveraging the Affiliate Tiers feature, Solgaard can easily customize and distribute referral links and discount codes for ambassadors. This scalable approach empowers Solgaard's ambassadors to offer deals to their followers while earning commissions from resulting sales. Best of all, Solgaard can manage their entire ambassador program from within the Shopify Admin, thanks to the power of Shopify Collabs.

“ Shopify Collabs has revolutionized our approach to working with influencers and ambassadors. Our team is constantly seeking new ways to advance our mission of preventing as much ocean plastic as possible. Fostering a community of remarkable individuals on the Shopify Collabs app has made our efforts easier and more effective - which helps us to drive maximum impact.”



Adrian Solgaard
Founder & CEO, Solgaard



The Results:

Solgaard has been highly focused on community growth, and using Shopify Collabs, they have expanded their ambassador program while also complementing and expanding other content programs. Shopify Collabs has been an excellent resource for managing ambassadors and driving revenue through affiliate marketing.

In the last six months of 2022, Solgaard achieved an average month-over-month revenue growth of over 287% generated by their creators in the ambassador program. As a result, they are continuing to expand this initiative and have already driven more than \$50,000 in sales since launching on Shopify Collabs.

