

BUILDING A BUSINESS FROM SCRATCH

NÓLI YOGA + KIT CASE STUDY



THE NOLI YOGA STORY

In May 2015 Slava Furman founded Miami-based Noli Yoga (<http://www.noliyoga.com/>), with a commitment to creating superior-quality yoga apparel and activewear, all made in the USA, that combine unique style and top-notch comfort and performance. Alongside his wholesale efforts, he created an online store and set out to build it into a viable retail business. However, being tight

on time and resources — and having no previous online ads experience — Slava needed an easy, streamlined solution to do Facebook advertising.

Slava found Kit in the Shopify app store. At Kit's suggestion, he ran his first Facebook ad 3 hours after signing up for Kit. In the 11 months since then, Noli Yoga has experienced enormous growth in their retail business by way of Kit + Facebook.

“My business would not be where it is today without Kit. We went from **zero to \$150k** per month in sales and Kit had a huge role in that success.”

—SLAVA FURMAN, FOUNDER

GOAL

Build an online retail business to increase revenue.

CHALLENGES

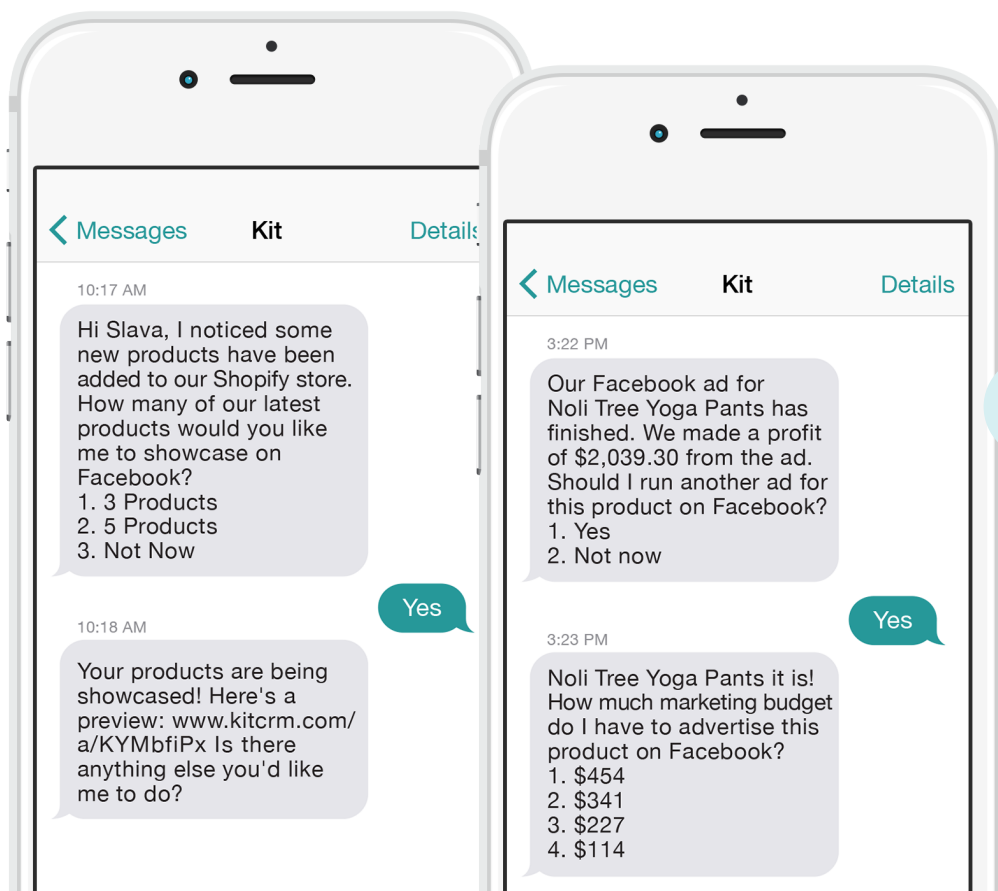
- **No time.** Slava was handling everything about the business himself, from design to production to fulfillment.
- **No budget.** They could no afford to hire someone to handle marketing
- **No background in online advertising, e-commerce or fashion.** Trying to figure out the right ad placement, targeting, and ad creative was entirely hit or miss.

SOLUTION

Kit is the marketing person that Slava couldn't afford to hire. For \$50 per month, Noli Yoga has a virtual employee who delivers consistently impressive results in Facebook and Instagram marketing.

NOLI YOGA'S STRATEGY HIGHLIGHTS

- Use Kit to execute Facebook and Instagram ad campaigns.
- Focus on Kit's recommendation of high-performing carousel ads.
- Run campaigns continually, with objective of conversions, to drive product sales and revenue.
- Kit's proactive marketing strategies allowed Noli to seamlessly market their newest, best-selling, and slowest moving products all within the time it takes to send a simple text message.
- Kit's proactive suggestions to re-invest ad profits and increase budgets for ads that were performing well meant that Noli could consistently scale ad spend and increase ROI, again simply with a few text messages.



CREATE A HIGH-PERFORMING FACEBOOK AD IN 4 TEXTS



VALUE

- Kit offers best practices in Facebook advertising at scale. With no previous knowledge of online marketing, Noli Yoga was running a bigger and bigger volume of ads and seeing great ROI.
- Kit is proactive, sending daily suggestions for smart marketing.
- Kit saves time — Slava did not need to spend time building and updating audiences, figuring out optimal ad placement, or generating ad content. Marketing tasks can get executed with just a few text messages.
- Kit costs less than a month's worth of coffee.

FACEBOOK CAROUSEL AD

SPENT	ROI
\$907	\$5,902

RESULTS:

2.87%
AVERAGE CTR

\$147
AVERAGE SPEND
PER CAMPAIGN

220%
RETURN ON AD SPEND

177
NUMBER OF
ADS RUN

\$26,034
LIFETIME AD SPEND

SUMMARY

Kit is the marketing employee that Slava couldn't afford to hire. For \$50 per month, Noli Yoga has a virtual employee who consistently delivers impressive results in Facebook marketing.

Slava credits Kit with teaching him the effectiveness of Facebook marketing and how to

scale it. Kit was his first marketing hire, and his only. Kit has grown with the business, handling a larger and larger volume of ads all with the same simple messaging interface. Noli Yoga's is now doing \$150,000 in monthly sales, powered in part by their Facebook ads delivering a 220% return on ad spend.

