

e-Commerce (Branding, Promotion & Social Media Virality)

Background

A US based start-up e-commerce company wants to introduce its new collections to the customers.

Problem

The company is a start-up and its products are from a niche category, where people need to feel the experience and benefits of the products that differentiates itself from the rest of the available products. They wanted to send the video mailers of new product line introductions and the new collections to their existing clientele and to the new clientele.

Solutions

vidCampaign team understood the product category, designed a new theme for the products, created a video that communicated the wow factor of the product line, and segmented the list of customers that they need to communicate and engage with.

Result

The videos made the difference. Since the product category belongs to fashion and luxury the video became viral instantly and the team was able to measure the results directly with related to the product sales.

Benefits

The template was designed with a niche portfolio where each products mentioned had a unique tracking system that helped the company measure the sales performance with the video email campaign and the social media virality.