

# Wedding website doubles down on social media, boosts traffic 140%

Campaign delivers significant results while keeping overall CPC under \$1

## VIOLET

**Violet** gives brides the freedom, expert guidance and design tools to create an unforgettable wedding. The site features uniquely crafted and endlessly customizable wedding design tools, including free print-at-home wedding invitations. Browse inspiration, build a wedding style guide and mood board, create a wedding monogram and design wedding stationery. All for free.

### DELIVERING TRAFFIC THAT MATTERS, THE METRICS:

- 587% audience engagement
- 4,524 new followers
- 6,297 unique qualified site visits
- 66¢ average CPC
- \$1.59 average CPA
- 58% Instagram audience growth



### NEW WEDDING SITE NEEDS THE RIGHT TRAFFIC, AND LOTS OF IT

**The challenge:** An engagement is a beautiful and wonderful time for couples. Unfortunately, the soon-to-follow wedding planning process is often overwhelming, confusing and stressful. Violet was established to help brides navigate the initial preparation process with ease—without losing sight of their wedding visions. The built-in applications on the Violet website offer brides an easy and fun way to dream, plan and execute their weddings, all the while adhering to their personal styles. Even with such a compelling premise, launching a new site can be challenging. Driving the right traffic is critical. The Violet marketing team was engaged in many different promotional tactics, so it needed an agency partner that could help launch Violet across social media and drive qualified users to the new site.

### WOONG THE BRIDES

**The idea:** It's not difficult to increase a website's traffic using social media channels. Driving qualified traffic that converts is hard. Voxus designed a campaign heavily focused on the A/B testing of Violet's key messages and visual elements across Facebook, Twitter, Instagram and Pinterest. The content variables were segmented and pushed out across channels using targeted organic and promoted content. The results were closely monitored, and continuous optimization helped ensure qualified traffic and lower CPC.

### BEING ENGAGED DOESN'T HAVE TO BE COMPLICATED

**The solution:** Voxus worked with Violet to create a plan that would broaden brand awareness within their target market while also keep advertising costs as low as possible. Over the course of the program, Voxus launched Facebook and Twitter ads coupled with contests, Instagram takeovers and promoted pins on Pinterest. The multi-platform effort pushed material to newly-engaged women in a highly targeted manner, capturing Violet's target consumer at the ideal position in the buying cycle. For testing, Voxus set up rigorous methods to evaluate brand messaging, value propositions and brand imagery, to help identify the drivers associated with real customers/users.

### SAY "I DO"

**The results:** The project lasted several months and resulted in more than 6,297 qualified site visits; 5,817 goal completions were attributed to social, or a 92 percent completion rate. Site visitors attributed to social media were highly engaged with site content and visitors averaged four page views per visit with a 49 percent return rate (21 percent higher than all other site traffic sources). Through rigorous testing, Voxus eliminated content that wasn't working, leaving winning content that increased site traffic by 140 percent and kept costs at record lows – an average \$0.66 per click. An example of the findings: Voxus discovered that the type of wedding content of most interest to today's brides was a rustic theme and written-in-chalk designs.

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