



ABOUT

A CLOTHING BRAND THAT CREATES FEMALE EMPOWERMENT APPAREL, MOXIE CHIC STRIVES TO HELP EVERY WOMAN FIND THEIR MOXIE.

SITUATION

- Facebook posts and activity yielded very few unique users/likes (outside personal)
- Paid campaigns exhibited minimum reach
- Low product sales

WC SOLUTION

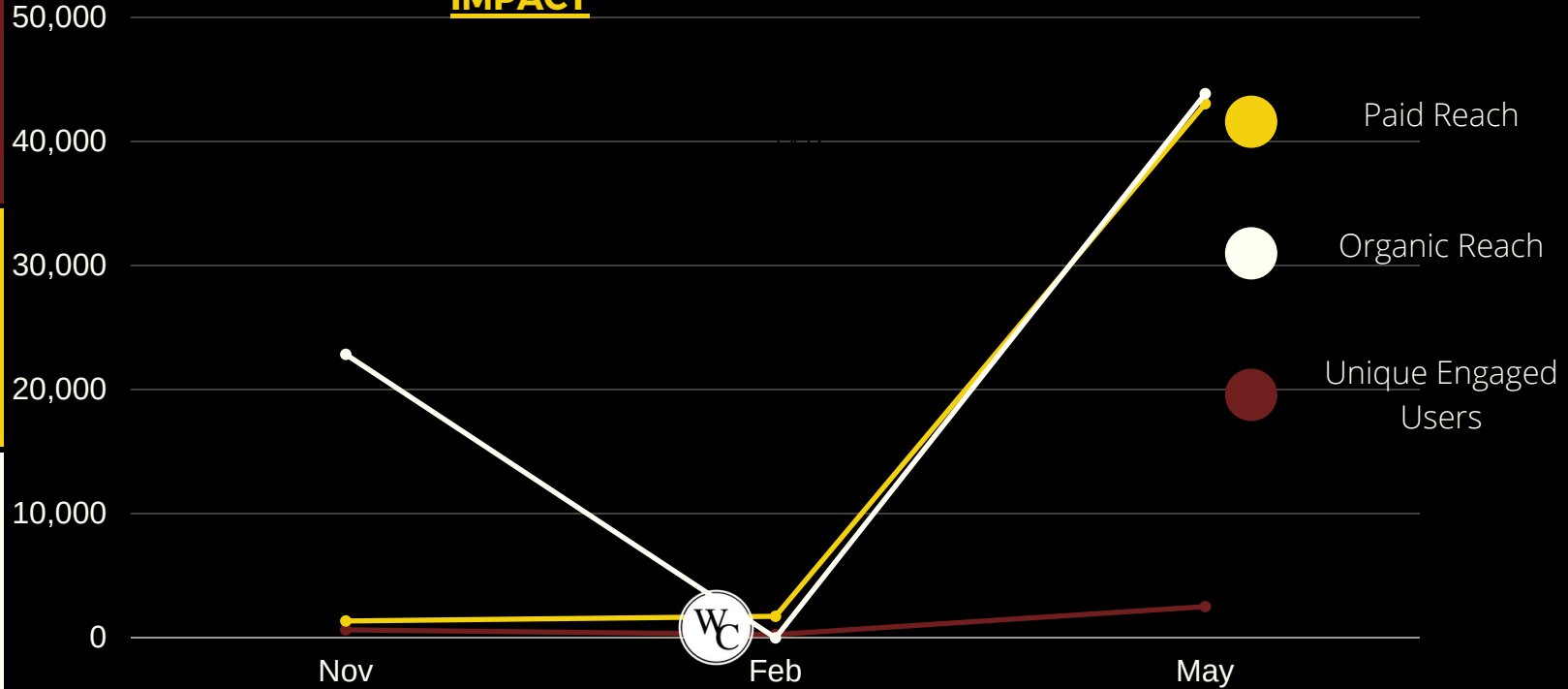
- Social Media (FB and Instagram)
 - Curated Organic Content (50/30/20 Strategy)
 - Targeted social engagement (Group Strategy)
 - Instagram outreach efforts (Direct Messaging)
 - International Women's Day Campaign (March)
 - Celebrity Endorsement Outreach

300% increase in unique engaged users

300% increase in Page Views

2x amount of paid reach with 1/2 the cost.

IMPACT



During the three month period, Moxie Chic experienced their largest day of sales (IWD), up to that point with increased website traffic leading up to that day and continuing to increase afterwards. We continue to work with Moxie Chic and to see great improvements.