



Overview

Bill Lewis is a company that designs and sells fishing lures throughout the entire United States. All of the Bill Lewis products are held to a high standard of performance and made with quality.



PROJECT BACKGROUND

Bill Lewis wanted to be more strategic and proactive with their marketing plan instead of being reactive and not really planning their marketing out ahead of time.



PROBLEM

Though they had a huge following on Instagram and Facebook, their marketing was not at all intentional. These followers were not being utilized to earn sales. Furthermore, they only had about 3,000 people on their email list and were not readily reaching out to them. There was a ton of “low hanging fruit” that needed to be utilized to gain revenue.

In addition to those followers, they gained a lot of NEW followers as many new people were picking up fishing during the 2020 COVID quarantine. The interest was there, but the communication and consistency with all of those customers was not. Those users needed to be captured and then nurtured into recurring customers, not just one-time customers.



PROJECT GOALS & OBJECTIVES

Though Bill Lewis products are sold via numerous vendors around the country, our sole responsibility was to increase sales on their website.

The primary goal for the marketing included:

- ✓ Be more strategic
- ✓ Plan ahead and be proactive (instead of being reactive)
- ✓ Utilize available resources (Instagram, email account, pro anglers, etc.) accordingly.



TACTICS USED



**FACEBOOK
ADS**



**NEWSLETTER
GROWTH**



**CONSISTENT
NEWSLETTERS SENT**

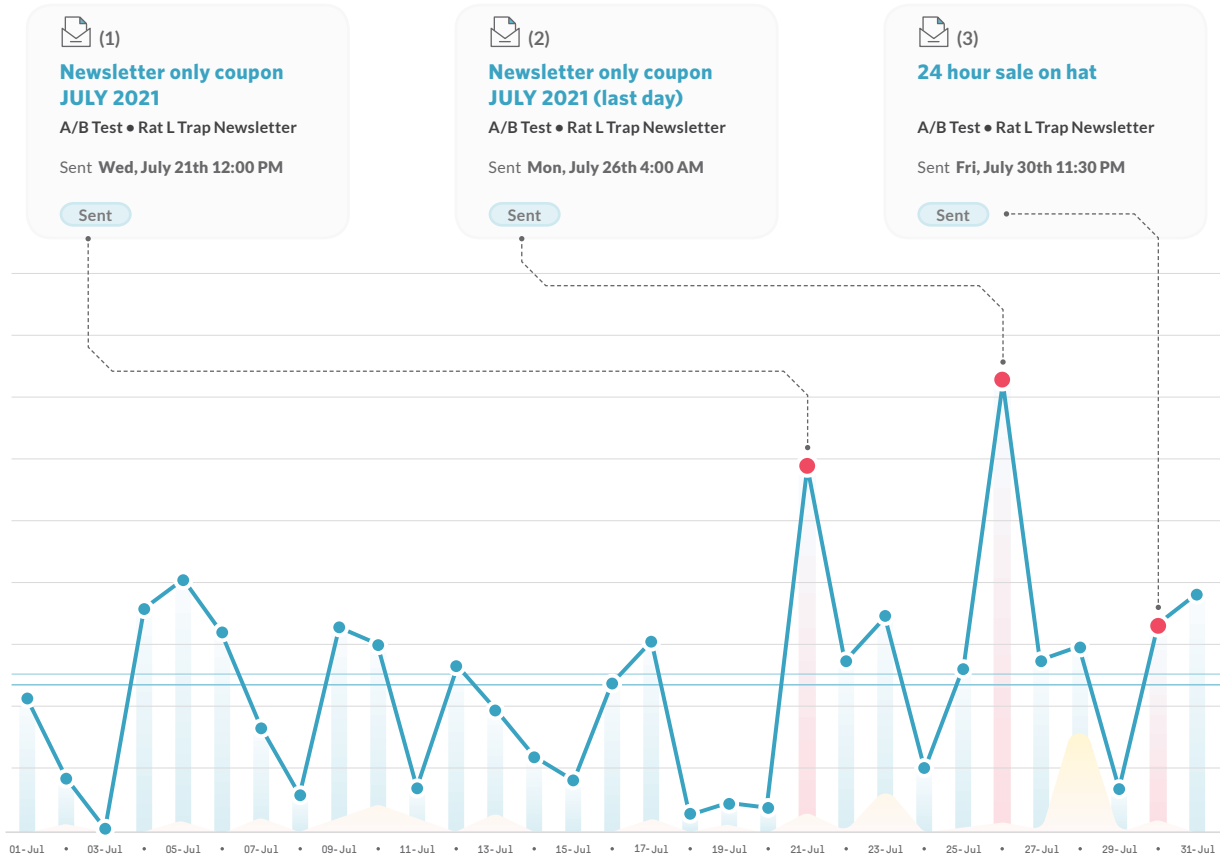


**FINDING
INFLUENCERS**

PROOF #1 - Increase of sales through the newsletter

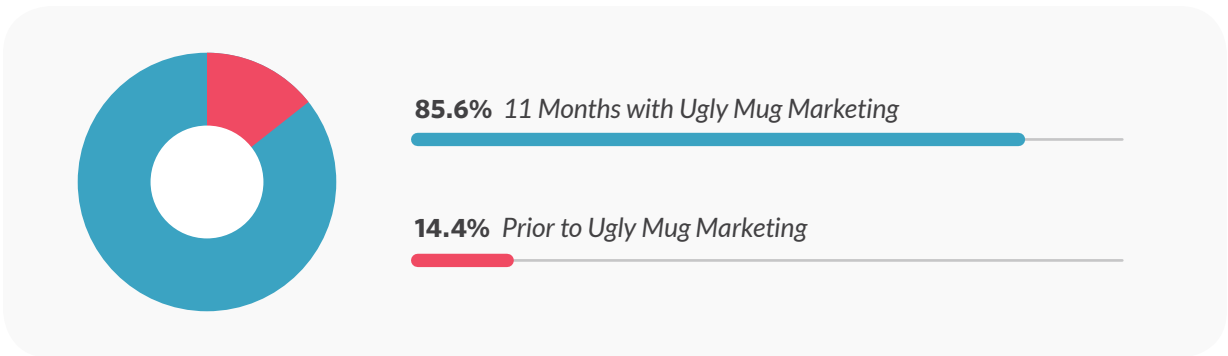
There is consistently a big jump in revenue when an email newsletter goes out.

July, 2021 (3)



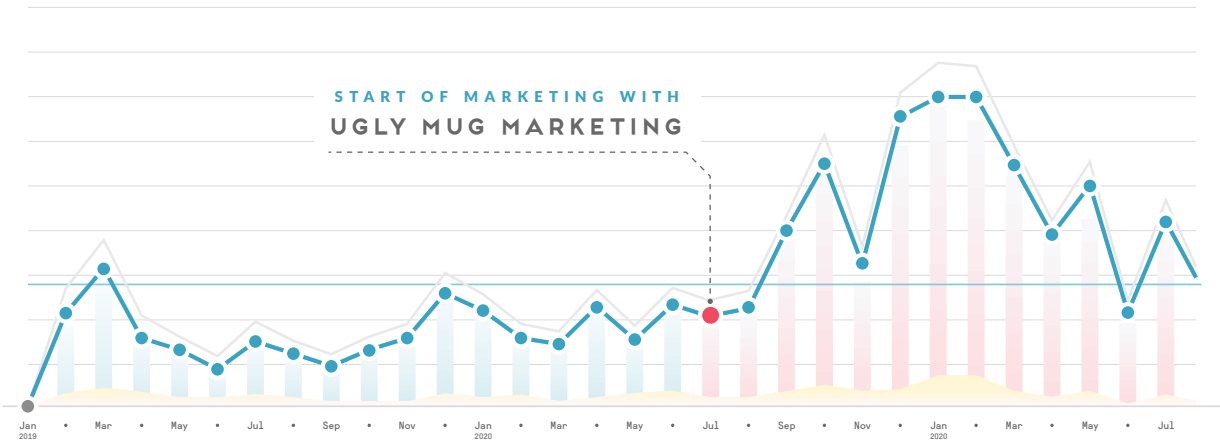
PROOF #2 - Growth of the newsletter list

We grew their newsletter from 3,445 to 23,849 in just 11 months. That's an average of 1,854 new subscribers per month.



PROOF #3 - Increase in Revenue

Overall sales revenue via the ecommerce site has spiked dramatically! The chart below shows January 2019 thru July 2021. As you can see once we started marketing their products (in July 2020) the rolling average of sales grew.



PROOF #4 - Increase in website traffic

The majority of website traffic (90.82%) is coming from Facebook and Instagram (the two main platforms we're running ads from).

Source	Users	New Users	Sessions
	8.974% of Total 46.28%	8.656% of Total 46.16%	9.865% of Total 42.51%
1. m.facebook.com	(77.55%)	(77.93%)	(77.09%)
2. l.facebook.com	(6.59%)	(6.31%)	(7.10%)
3. facebook.com	(3.59%)	(3.67%)	(3.31%)
4. instagram.com	(3.09%)	(3.11%)	(2.99%)
5. majorleaguefishing.com	(2.37%)	(2.37%)	(2.52%)
6. youtube	(1.68%)	(1.71%)	(1.76%)



Ever since we began working with Ugly Mug Marketing we've steadily seen an increase in website sales. The Ugly Mug team has taken several ideas that have been in "our back pocket" for a while and put them into action.

- Wes Higgins Bill Lewis President

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