

Marketing Case Studies

JANUARY 2019

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ANGRYAPPLES
Digital Marketing Solutions

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hello@goangry.com

EMAIL MARKETING

CASE STUDY

Millennium Music Media

ABOUT THE CLIENT

Millenium Music Media (MMM) is a company focused on promoting and empowering artists, publishers, and productionists. MMM is strictly focused on profitability through subscriptions and its user base. The intensity led them to develop an email channel that has since expanded from one or two emails a month to at least one email a week. In addition, by incorporating methods of segmentation, personalization and compelling content in their email channel, Angry Apples Marketing was able to bring in many musical influencers (Kevin Pryor, SLAVE, Grandmaster Dee of Wholdini, Bob Baldin, etc.) to contribute to MMM's stream of revenue.



MILLENNIUM
Music Media

CHALLENGE

MMM wanted to increase the subscriptions of users and artists to a platform in order to enable artists to receive 70% higher profits than the average stream service. However, building a healthy environment that promotes profitability meant that MMM would need to focus on marketing. In this case, their unique structure enabled them to set their sights on email marketing. Specifically, flexible and powerful email marketing that implemented relevant campaigns in order to help them convert leads.

GOALS IN SHORT



higher artist profits
than on other
streaming services



Robust email
marketing

CAMPAIN

Using AAM's lead generation capabilities, the team decided to capitalize on drip campaigns that would segment emails to specific audiences. AAM emphasized staying away from campaigns that blasted their entire capabilities and starting slow while building segments. In addition, AAM implemented a drip campaign in which someone who abandoned their cart would get a series of reminder emails, or a welcome series that would introduce them to the brand.

1 Build an email list

3 Utilize a content calendar for personalized segments
(e.g. holiday, weekend, birthday, music awards)

4 Bring viewer to landing page

2 Audit the email program

5 Nurture the lead

RESULTS

Email marketing has not only become one of MMM's most impactful and profitable channels, but also its efficiency has made it a lasting component of MMM that AAM continues to analyze and optimize.

105%

Revenue growth

262%

Overall holiday revenue gain
after adjusted calendar strategy
and optimized email content

55%

Email conversion growth
over 3 months
compared to previous 3 months

30%

Email open rate
increase

45%

Conversion rate
increase

compared to previous welcome messaging

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INFLUENCER MARKETING

CASE STUDY go90

ABOUT THE CLIENT

go90 is an American streaming service that campaigns with celebrities in order to increase their exposure to the public. The service, which Verizon started in 2015, is a non-subscription, free streaming service that is funded through advertising. Currently, go90 uses social media to promote shows such as *Now We're Talking* with basketball player Lebron James and *MVP* with football player Rob Gronkowski. AAM hoped to get these posts to trend in order to increase awareness of go90's brand.



CHALLENGE

AAM's primary objective was to build and drive brand awareness. In order to do so and to reach influential audiences, AAM partnered with sports influencers. Their second objective was to use their leverage — top social media influencers, creative direction, and audience — to elicit engagement and thus drive up profitable action.

GOALS IN SHORT



Use influencers such as celebrities and social media personalities to increase viewership

CAMPAIN

Using their lead generation capabilities, AAM decided to increase go90's consumers' engagement by primarily focusing on social media connections.

- 1 Partner with top bloggers, athletes, and social media personalities in multiple categories such as sports, travel, and cuisine
- 2 Develop an authentic and relatable campaign message
- 3 Integrate organic, timely, and relevant components of the brand into the influencer's storyline thus giving us more leverage
- 4 Further increase brand awareness by marketing to new audiences through our current audience

RESULTS

Through AAM and go90's social media influencers:



awareness of the go90 brand and customer engagement increased



there was exceptionally high audience feedback

500K+

Combined social media reach

100+

comments on athlete influencers' posts

For discretionary purposes, we cannot reveal additional results at this time.

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INFLUENCER MARKETING

CASE STUDY go90

MARKETING SAMPLES

Now We're Talking with LeBron James

Jimmy Spencer and 3 others Retweeted

LeBron James @KingJames · 6 Oct 2016
S/O to our @uninterrupted team!! #KillingIt #NowWereTalking
#StriveForGreatness #RWTW

go90 Sports @go90Sports
Ep. 4 of "NowWe'reTalking from @uninterrupted w/
@TugCoker & @TommyDeweySays is HERE.
WATCH it on @go90 NOW: go90.show/2dHkuE

0:27

15 152 626

LeBron James @KingJames · shared go90's video.
September 14, 2016 ·

ANOTHER ONE! Our UNINTERRUPTED team is dropping a new weekly show #NowWe'reTalking. #Proud #StriveForGreatness #RWTW



107,131 Views

LeBron James @KingJames · shared go90's video.
September 14, 2016 ·

ANOTHER ONE! Our UNINTERRUPTED team is dropping a new weekly show #NowWe'reTalking. #Proud #StriveForGreatness #RWTW



107,131 Views

go90 @go90 · September 14, 2016 ·

#NowWe'reTalking from UNINTERRUPTED is FINALLY here. Watch it on go90:
<http://bit.ly/2cucQkz>

You and 1.6K others 16 Comments

MVP with Rob Gronkowski

Rob Gronkowski -Gronk
February 10 at 2:20pm ·

Which one of these guys is going to be a game-changer? Watch "MVP" to find out!



120K Views

Like Comment Share

Alfredo Paredes, Russ Axelrod and 2.2K others Top Comments ▾

104 shares

Write a comment...
Alex Montas Guys if you like what you watch! Get more here: <https://www.go90.com/a/04l66HKaDNI>

Like · Reply · 1 · February 10 at 3:14pm · Edited

Rob Gronkowski -Gronk
February 10 at 1:44pm ·

Check out my new "MVP" show I created along with Marshall Faulk, Kevin Durant, Antonio Brown, T.O. and other MVPs. If you love all the marketing and business me and my bros do off the field, you'll love this show!



MVP | Gamevice

Gronk joins fellow sporting MVPs discovering the next business genius!
GO90.COM

Like Comment Share

677 Top Comments ▾

LEAD GENERATION

CASE STUDY Cray

ABOUT THE CLIENT

Comprised of a variety of managed security services and consulting services, Cray is a global provider of intelligence within cyber-security solutions. One of their most significant attributes is their manufacturing of supercomputers in order to help scientists and engineers advance and solve complex computational problems. Over the course of more than 40 years, Cray built upon this initial development of supercomputers and expanded into data storage and analytics. While developing these aspects of their company, Cray has expressed interest in sending out more invitations to conferences and sale events in order to promote new relationships in security to create new leads.



CHALLENGE

Cray struggled to reach their attendance goals for sales events in its

Northeast division. Not only did they need to increase their attendance, they also need a clarifying view of end-to-end results.

GOALS IN SHORT



Increased conference attendance



End-to-end results

CAMPAIGN

AAM began work in January 2017.

- 1 Build a strategy based on need
- 2 Consult with prospects to set the verticals

TARGET PERSONAE

- Board of Directors & Chief Officers
- Chief Information/Technical Officer
- Risk/Legal
- IT/Security Manager
- Chief Security/Infosec Officer
- IT/Security Director

RESULTS

By building and creating continuous relationships with buyers using lead generation, AAM has:



transformed Cray's marketing strategy
to create more revenue and to provide a better client experience



created affluent relationships between Cray's marketing brand and their audience
through lead generation and utilizing digital channels such as social media



helped Cray develop a better understanding of the target audience



automated email campaigns to generate leads
thus providing a deeper link between Cray and their target customers and expanding their market

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CASE STUDIES

Société Générale The Conference Board

ABOUT THE CLIENTS

Société Générale is France's third largest bank. Some key aspects of their company include corporate and investment banking, private banking, asset management, securities services. These aspects are incorporated into their social media strategies in order to expand brand awareness.

The Conference Board is a company that provides streamlined HR, events for strategic HR events, and talent management. The Conference Board often brings together executives across numerous companies in the world in order to devise solutions to provide better service to their customers.

CHALLENGES

Despite engaging their activities in 66 countries, **Société Générale** wants to target individuals with a high net worth in the USA who are affiliated with mid-to large companies.

The Conference Board's goal is to understand the needs of their consumers and lessen the gap between the customer and the brand.

GOALS IN SHORT



Understand the consumer's needs

SOCIÉTÉ GÉNÉRALE'S CAMPAIGN

- 1 Use lead generation to increase brand exposure
- 2 Integrate competitive conference analysis to uncover those who are involved with mergers and acquisitions
- 3 Compile a list of possible speaking engagement audiences where Société Générale will push services, partnerships, and professional relationships
- 4 Sponsor events where clients and mutual clients exist

THE CONFERENCE BOARD'S CAMPAIGN

- 1 Use lead generation to gain corporate governance
- 2 Compile a list of contacts and provide competitive analysis e.g. decision makers at entities associated with philanthropy, finance, and retail
- 3 Build a database using the above contacts to increase leads

Results for Société Générale are not available at this time.

THE CONFERENCE BOARD'S RESULTS

Through AAM's focus on generating and analyzing an effective database:



The Conference Board saved money through leads and increased revenue through promotions and social media exposure

PAY-PER-CLICK

CASE STUDY ILEX

ABOUT THE CLIENT

ILEX is a book publishing company that specializes in educational textbooks for students to use in preparing for the SAT and ACT standardized tests. ILEX's textbooks are designed to help these students increase their scores on the aforementioned tests. With more than 5 years of experience, ILEX has carefully developed effective test-taking strategies that they then incorporate into their publications. As a subsidiary of a homegrown test preparation academy in Metuchen, New Jersey, ILEX needed assistance in creating brand awareness and executing their marketing plan.



CHALLENGE

The test preparation industry has long been dominated by a few well-known companies, but other companies have since entered the market and have become increasingly competitive, creating a more diluted market. The challenge was to place ILEX in an advantageous position so as to stand out from other test preparation companies. AAM needed to highlight the unique characteristics of ILEX that would attract and benefit customers.

GOALS IN SHORT



Distinguish ILEX from its competitors with unique and beneficial characteristics



Increase revenue through an effective pay-per-click campaign

CAMPAIN

Using AAM's pay-per-click (PPC) management capabilities, the team decided to create a progressive suite of advertising solutions on drip campaigns that defined the brand, created copywriting and graphics for PPC campaigning, and defined key performance indicators. AAM first targeted regional audiences using these strategies, and then they expanded to a national audience. In doing so, they successfully implemented holiday and seasonal campaigning and, using the results of these campaigns, have continued to optimize and develop more campaigns.

RESULTS

AAM's efforts and focus on drip campaigns had the following effects:



increase in electronic sales
in the first month



of total sales were a direct result of **AAM's PPC campaign**



ILEX's textbooks became among the most sought-after test preparation books on Amazon.com

within 10 months, beating out seasoned competitors such as The Princeton Review, Barron's, Kaplan, and McGraw-Hill



ILEX came within the top 10% of test preparation book publishers on Amazon

within 6 months, after once being the worst performer



Successful process improvements

- Distribution and sales strategy
- Key performance indicators
- Pipeline management

SEARCH ENGINE OPTIMIZATION

CASE STUDY

Kaufman Furs

ABOUT THE CLIENT

Kaufman Furs is one of the oldest and most popular fur companies in New York City.

With over 100 years of experience, Kaufman Furs not only manufactures designer furs, but it also provides services such as fur cleaning, fur remodeling, fur repairs, and even custom-made furs for individuals. Their furs are worn by celebrities, hip-hop artists, and socialites, thus indicating that Kaufman has a great influence in the fashion industry.



MARC KAUFMAN FURS

CHALLENGE

Kaufman Furs wants to optimize their marketing efforts as they are concerned that their current methods are not pulling enough sales during the winter seasons (as the traffic of their business is contingent on the weather). They also attempted to boost sales through paid traffic, to little effect. They eventually hired AAM to help increase organic traffic to their website and to their physical location in Midtown Manhattan.

GOALS IN SHORT



Increase traffic to website and physical location

CAMPAIN

AAM used its lead generation capabilities to make sure that online assets were successfully conveying the brand, engaging the viewer, and leading to higher rankings on the Google and Bing search engines. In doing so, AAM transformed Kaufman Furs' campaign strategies to focus on search engine optimization and increasing digital presence in the fashion and luxury community that went beyond traditional methods.

- 1 Review current marketing tactics**
- 2 Fix broken links and other irregularities on the website**
- 3 Tag photos on social media**
- 4 Update, curate, and republish copywriting**
- 5 Implement more creative description tags tied in with authority sites to increase clicks from the SERPs service**

RESULTS

With AAM's assistance in this effort and a renewed focus on increasing digital presence, Kaufman Furs has seen:

240%

increase in mobile traffic

14x

increase in social media traffic



top of Google search results



a boost in associations and PR from authority sites

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Works in progress

Blockchain

Originally developed for Bitcoin, blockchain is a revolution in cybersecurity. It acts as a secure, electronic ledger of transactions and events, each of which is stored as an individual “block” with the details of the block preceding it in an encrypted format. Angry Apples Marketing has been working with two companies that specialize in blockchain.

INVENZION

Invenzion provides a blockchain platform that promises greater security through increased decentralization of the ledger process. Angry Apples Marketing is helping by streamlining Invenzion's branding and marketing strategy.



LinkedIn marketing

for increased business-to-business sales



Event marketing

IMF, NAN 2018, Columbia University; speaking engagements for Invenzion team



New website and branding

currently in progress



Print marketing

currently in progress



Social media calendar

currently in progress



BLACK CACTUS GLOBAL

Black Cactus Global develops blockchain applications for several industries, including finance, health care, media, and the supply chain. Angry Apples Marketing is revitalizing the Black Cactus Global brand and promoting it using its influencer marketing strategy.



LinkedIn marketing

to promote Chairman and former CEO



Influencer marketing

currently in progress



New website and branding

currently in progress



Print marketing

currently in progress



Social media calendar

currently in progress

Other projects

NABILA K

Nabila K sells cosmetics and skin care products made with all-natural and/or organic ingredients, without parabens or potentially harmful chemicals. Angry Apples Marketing has embarked on an aggressive influencer campaign to increase brand exposure and sales.



NABILA K



Influencer marketing

Sponsored reviews and promotions on blogs and Amazon.com



New website, branding, and social media calendar

Rebuilding the website and brand for a more immersive customer experience



Data analysis through social listening

Customer sentiment and net promoter scores



Dashboards and reports based on obtained data

Recommendations based on customer segments, trends, and optimization

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Our clients

FINANCE



CONVENTE®

Bloomberg

SHIRIYEDENGA

BRASSICA & Co.



JE Foundation

Coquin International

HEALTH AND BEAUTY



BLINGLASH
NEW YORK



PRIME my BODY™

miaou

NABILA K



BRAINNASIUM™



Inovium Rejuvenation
Ascendance Biomedical

EDUCATION & LIFESTYLE



ILEX
Educational Publishers



Lauren Frances
LOVE COACHING

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Our clients

ENTERTAINMENT



Corruption Officer



Sax DMA

i.am.pm

Anthony Vincent / Ten Second Songs

AUTOMOTIVE & TRANSPORT



TECHNOLOGY



HUMAN RESOURCES



FOOD & DRINK



Gloria's (NYC) The Distillery (NYC)

NON-PROFIT



Miss Caribbean USA

Boston Youth Lacrosse



Testimonials

“ It is exciting to be working with such a strong and reliable marketing team that understands blockchain and the mechanics behind marketing our brand.

Rishabh Bahl | Invenzion
CEO & CO-FOUNDER

“ Throughout the years I have had the opportunity to work with many celebrity pop artists from Missy Elliott to Mariah Carey. Although working with the artist can be quite an exciting experience, when it is time to deal with the label's developmental staff it can become shockingly hit-or-miss with regard to competence and etiquette. Working with Olivia is as an absolute pleasure as professionalism and engrossment to detail are constantly maintained. She exudes an aura of integrity and honesty to the project that assures you that she is one hundred percent present. I highly recommend Olivia for any endeavor worth your time and attention.

Robert Sax | Quad Recording Studio
STUDIO MANAGER

“ I fully recommend Olivia as she and her team will assist you in taking your business to the next level in terms of market awareness and increased revenue via effective lead generation and marketing. Please consider Olivia and Angry Apples for your next marketing. Thank you!

Tony Cuomo | Cray
HEAD OF NORTHEAST SALES

“ I love my Angry Apples.

Khalid Khashoggi | IES Test Prep
CEO & FOUNDER

“ From my very first meeting with Angry Apples I realized I was not dealing with your run-of-the-mill marketing agency. By the end of that initial meeting I was given an accurate assessment of what Bucketful's identity was, where it had to go, and how to get there.

Keith Oh | Bucketful
CEO & FOUNDER

“ Their [search engine optimization] skills are ridiculously effective. My business has been around since the 1870's and we've been through a few 'marketers.' Angry Apples' creativity and skills are unmatched. Definitely worth the investment.

Marc Kaufman | Marc Kaufman Furs
CEO & FOUNDER

“ I love my Angry Apples team. I wish everyone worked like them. Our sales are 35% higher than expected this quarter and we see a clear line to their work.

Ernest Boateng | Juul Vapor
MARKETING ASSOCIATE

“ Overall, with Angry Apples, we feel like our money is well spent, and the [return on investment] is excellent.

Wilhelm Reimers | CariFresh USA
CEO & FOUNDER

