Affliction Clothing A CUSTOMER SUCCESS STORY

Affliction uses Wishpond's Landing Pages and Referral Promotions to Create a Complete Social Media Sales Funnel

Campaign led to a doubling in Twitter followers and over 7,000 new leads.

The Business

Affliction Clothing started in California in 2005 and has since grown to a more than **\$100 million/year** business. The company has its roots in the mixed-martial-arts community, but has grown to represent and appeal to many different, but equally badass, demographics.

The Strategy

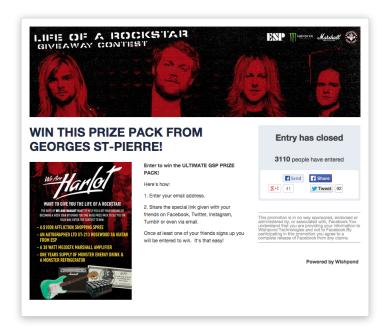
To combat low social media reach and develop a growing email list, Affliction based their marketing strategy around a complete social media sales funnel that brought customers in via social media, engaged them with unique blog content posted to the social channels, captured their email via a social media contest and added them to an email list that messages sales and lifestyle content on a daily basis.

The Reasoning

A visual brand promoting fashionable clothing to a niche market, combining social media with merchandise-based promotions was the ideal strategy for Affliction's brand success. Rather than promote, immediately, with paid advertising, Affliction chose an inbound marketing technique to drive dedicated Fans to their email-gated contests. It paid off for them in a big way.

The Result

Within the first 12 months of working Wishpond Campaigns into their social media strategy, Affliction had seen their Twitter following *almost double*. Having the ability to collect emails (over **7,600** of them) while engaging our followers helped them to keep their email list consistently growing.



QUICK FACTS:

Industry

Online Retail

About

Affliction clothing has been delivering quality clothing since 2005, targeting primarily the MMA market but also tackling general fashion.

Goal

To create a complete social media sales funnel from content to contests to lead generation.

Result

More than 7,600 new leads in a 12 month period as well as a doubling in Twitter followers.

"By utilizing landing pages and embedding contests within our blog posts, we have been able to advertise products subtly while still engaging our fans."

- Nick Honard,

Takeaways

Combining the size and reach of social media with optimized landing pages and prizes that engage with your target audience is a recipe for success. Affliction's use of cool merch and solid visuals, alongside quality blog content and dedication to social media drove serious success with a *fantastic ROI*.