

SUCCESS STORY

William Murray Golf

Increasing Sales by 54% for a fast growing D2C Fashion Brand

CLIENT

William Murray Golf, based in Austin, Texas, is a performance apparel company inspired by American actor Bill Murray and his entire family. William Murray Golf was created on the notion that life and golf don't have to be so serious. Keep it light, have fun, and bring personality onto the course.



+54% **SALES INCREASE**

3.6x **ROAS**

GOALS

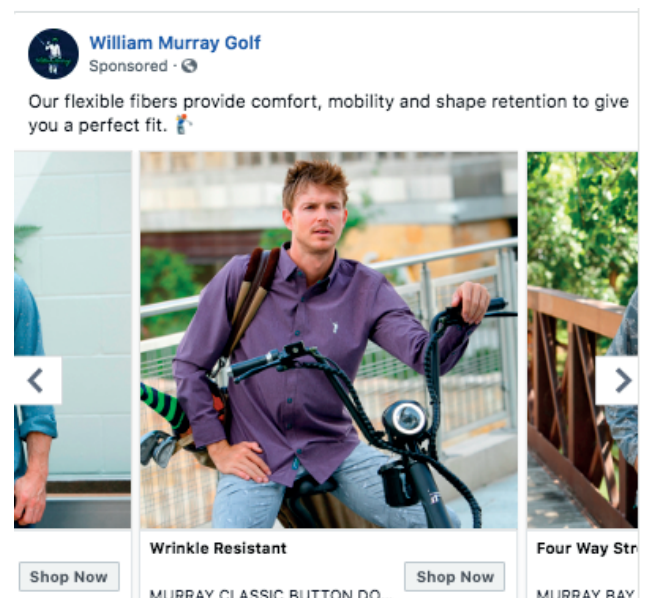
William Murray Golf was a new brand, looking to increase sales and spread awareness through Facebook and Instagram.

STRATEGY

Adglow carried out a deep analysis of William Murray Golf campaign structure to focus on prospecting new customers to increase awareness and retarget loyal customers to boost purchases.

The key factors that allowed us to launch a successful campaign:

- We set multiple campaign objectives, including but not limited to; video views, add to cart, landing page views, catalog sales and conversions.
- Through investing in top of funnel tactics we raised brand awareness at an affordable rate.
- Our social media experts shifted the creative focus towards product stories and benefits.
- We implemented an 'always-on' sharing strategy of new products with loyal customers in order to garner repeat purchases.



"When it comes to digital marketing, there are lots of companies to choose from, but Adglow is different in their approach. Adglow is truly an extension of our team, our brand partners guiding us every day to help us make smart, data-informed decisions within our advertising budget. They are motivated in the success we see, not the dollars we spend. In our first year with Adglow, we saw our online sales increase 54%! And our ad spend is significantly more effective than we used to work in-house"

Kerry Michaels Chief Operating Officer at William Murray Golf