



Champion Chisel Case Study

March 2, 2023

Introduction

Champion Chisel, a leading manufacturer of high-quality chisels and tools, approached SocialLynx to help revitalize their online presence and increase sales. Their challenges

included stagnant sales and a history of working with agencies that failed to deliver results.

SocialLynx partnered with Champion Chisel's CEO, Brandon Schriener, to identify revenue goals and address these challenges head-on.

"Our experience with Social Lynx has been nothing short of transformative for our business. Their strategic approach and tailored solutions have led to a significant increase in traffic, sales, and brand awareness. We've seen our sales double year-over-year and our online presence has never been stronger. The team at Social Lynx truly understands the needs of our industry and has been an invaluable partner in helping us achieve our goals. I wholeheartedly recommend Social Lynx to any business looking to take their digital marketing efforts to the next level."

-Brandon Schreiner, CEO, Champion Chisel

Objective

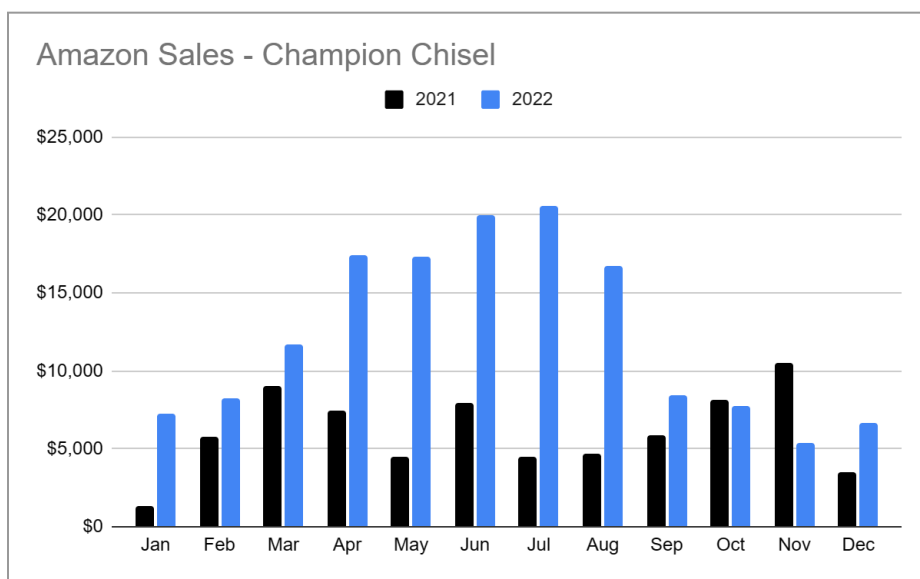
The primary objective for SocialLynx was to increase traffic and sales for Champion Chisel's Amazon storefront and website, while setting a strong foundation for sustainable growth over the next three years.

Strategy

SocialLynx implemented a comprehensive approach to revamp Champion Chisel's online presence and enhance their digital marketing strategy. The key tactics employed included:

1. Targeted Advertising: SocialLynx created advertisements specifically aimed at customers using Champion Chisel's competitors, effectively capturing market share and driving sales.
2. Listing Optimization: All product listings were meticulously optimized to improve visibility, search rankings, and conversion rates on Amazon.
3. Store Page and A+ Content Update: The Amazon store page was redesigned to better showcase the brand, and A+ content was created to highlight product features and benefits.
4. Paid Advertising Strategies: SocialLynx focused on generating additional volume through turn-key program strategy, seller central management, Sponsored Product ad management, and providing bi-weekly and monthly reporting.
5. FBM/FBA Account Management: SocialLynx managed both Fulfillment by Merchant (FBM) and Fulfillment by Amazon (FBA) accounts, ensuring seamless inventory management and order fulfillment.
6. Product Data and Keyword Optimization: SocialLynx uploaded and optimized product data, conducted extensive keyword research, and crafted compelling selling points to improve organic rankings and buy-box frequency on competitive products.

The Results



SocialLynx's strategic approach and execution led to exceptional results for Champion Chisel:

1. **89% year-over-year sales growth**, surpassing initial expectations: The growth can be attributed to the comprehensive approach employed by SocialLynx, including the optimization of product listings, improved store page and A+ content, and successful paid advertising strategies.
2. **74% increase in traffic** to Champion Chisel's Amazon storefront and website: This significant boost in traffic was a direct result of targeted advertising, listing optimization, and improved organic search rankings.
3. Enhanced brand visibility, engagement, and customer loyalty: The revamped store page and A+ content, coupled with targeted advertisements, increased brand awareness among customers, resulting in higher engagement and loyalty.
4. Improved product rankings and buy-box frequency: SocialLynx's keyword research and optimization efforts led to better organic rankings and increased buy-box frequency on competitive products, further contributing to sales growth.
5. Streamlined FBM/FBA account management: Effective management of both FBM and FBA accounts by SocialLynx helped ensure seamless inventory management and order fulfillment, improving customer satisfaction and reducing the risk of stockouts or delivery delays.
6. **Positive return on ad spend (ROAS) of \$7.79:1 (779%)**: SocialLynx's targeted advertising and sponsored product ad management contributed to a substantial increase in ROAS, maximizing Champion Chisel's marketing budget and generating a strong return on investment.

Conclusion

By leveraging SocialLynx's expertise in digital marketing, Champion Chisel experienced significant growth in traffic, sales, and brand awareness. The tailored, data-driven strategies employed by SocialLynx proved to be the catalyst for Champion Chisel's success, paving the way for continued growth in the coming years. The results

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demonstrate the value of a comprehensive and strategic approach to digital marketing, with a focus on optimization, targeting, and continuous improvement.