



Wildchild Nation is a premier lifestyle streetwear apparel company based in New York City. They focus on producing women's quality, trend-right designs influenced by hip hop music, urban culture, and 80's style.

Objective

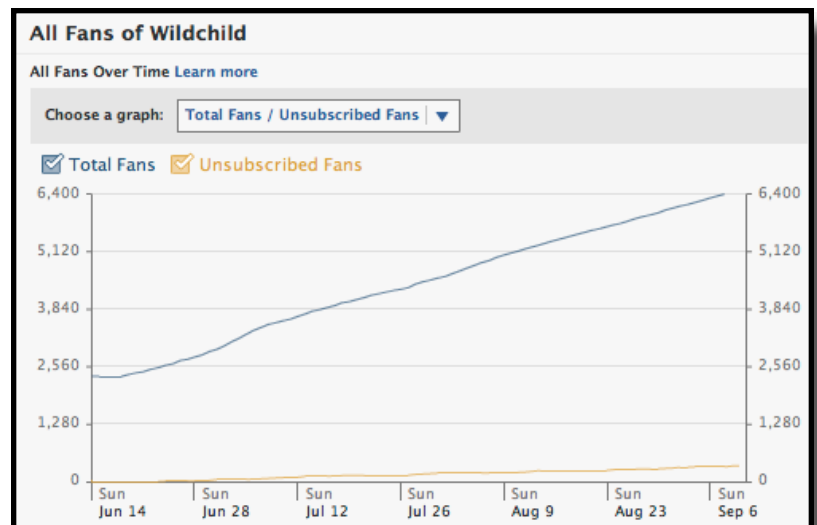
Wildchild Nation is always trying to find new and cost-effective ways to reach a constantly shifting audience. Fashion is fickle, so staying current, watching trends, and responding quickly to change are key characteristics to maximizing the ROI in marketing efforts.

Solution

By creating a Facebook Page, www.facebook.com/wildchildnation, Wildchild generated a lot of buzz about their clothing line every time they received placement in the media (television shows, magazines, etc.). Their strategy was to share news with their media-savvy audience through their Facebook Page. The news tied directly back to the products on their main website (www.wildchildnation.com), where fans were able to purchase what they saw.

“Through Facebook’s targeting, we know that our fans accurately represent our target demographic. We’ve seen the news we post spread virally to our fans’ friends, resulting in quick fan growth and increased sales.”

—Marc David, Co-founder, Business Development



Results

The larger fan base enabled Wildchild to reach a bigger audience through their Page status updates. This ultimately led to more sales.

In addition, by running ads to their Facebook Page, their fan count more than doubled in less than a month. On average, each visit to their website from Facebook drove 4x more revenue than a visit from their general site traffic.