

BEAUTY BRIDGE

BEAUTY BRIDGE DRIVES REVENUE & ATTRACTS SOCIAL MEDIA FOLLOWERS WITH BRAFTON'S PINTEREST MARKETING STRATEGY

BEAUTY BRIDGE
reveal your natural beauty™

B BRAFTON
FUEL YOUR BRAND

HIGHLIGHTS

- ▶ Pinterest contest garnered 100s of qualified leads
- ▶ Referral traffic up 59.6 percent in two quarters
- ▶ Unique Pageviews up 198 percent in two quarters
- ▶ Pinterest drove direct revenue




Beauty Bridge is a high-end cosmetics and beauty products retailer based out of Nutley, New Jersey. Beauty Bridge's Managing Director and Marketing Manager Gohkan Erkavun understood the company needed to embrace social media marketing to compete with big-name brands.

Beauty Bridge partnered with Brafton to improve social engagement and direct audiences back to its website using Pinterest.

CHALLENGE

Building Awareness and Social Fans for eCommerce Conversions

GOALS

-  Drive unique traffic to website
-  Increase online - and social - conversions
-  Become thought leader with Pinterest

Erkavun wanted a partner to provide valuable content that drives traffic and conversions for BeautyBridge.com. The company had previously worked with a smaller consultant who offered social media marketing services, but fans weren't visiting the site. The company needed a blog to drive engagement back to its ecommerce web pages. Through an online search for content creation and marketing agencies, Erkavun found a fit in Brafton.




"We don't have the people to handle complex mediums, public relations and content, which is why we continue to work with Brafton - they have the skills and provide reports with the most important metrics."

Erkavun

STRATEGY

Engage Beauty Buyers Through Pinterest to Earn Qualified Traffic

STRATEGY

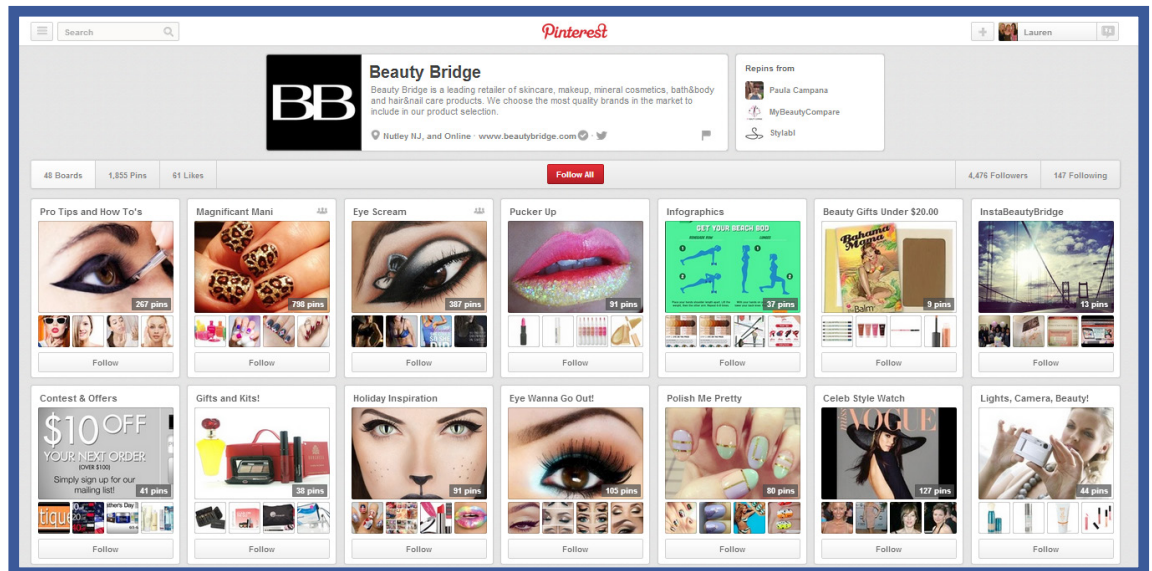
-  Use Pinterest for social commerce
-  Hold social contests on Pinterest
-  Create collaborative boards to increase engagement

Brafton has been working with Beauty Bridge for more than three years. Erkavun initially came to Brafton for website content marketing services, but recognized the need for additional social media marketing help to remain competitive.

Brafton and Beauty Bridge worked together to fuel brand awareness, drive traffic and generate conversions through innovative social strategies. When it came to building custom strategies for Beauty Bridge on each network, Brafton's social media strategists proposed Erkavun focus on Pinterest marketing.

"I think it was a good decision for our brand to focus on this network and we quickly saw our Pinterest followers increase tremendously."

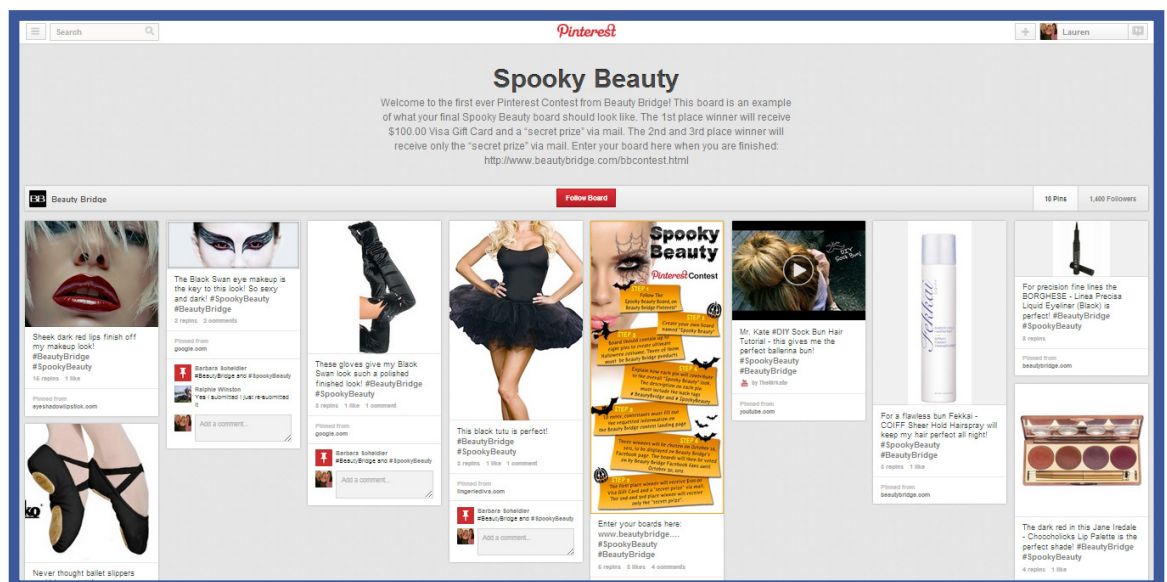
Erkavun



“Our social media strategist totally changed everything. Rather than creating boards about products, she built boards based on people’s interest for audience value. Braffton didn’t stop there - our strategist develops contests that support our business and interacts with people who share similar interests to increase awareness. We’ve grown a large following.”
Erkavun

The company already had a Pinterest account with a large number of boards, but it lacked a result-focused strategy. Braffton’s social team saw an opportunity to capture leads with compelling images, something many B2C clients had successfully done on Pinterest in the past. The new strategy would focus on creating boards that engage online customers and establish lifestyle thought leadership instead of just showcasing products.

Braffton’s social media strategists advised the client to launch an organic campaign that took advantage of seasonal trends. Together, they introduced the “Spooky Beauty” contest in October 2012. The campaign asked Pinterest users to create boards about their ideal Halloween costumes, pulling from Beauty Bridge’s Visa product Pins and pictures of clothing, hairstyles and makeup techniques on the network to piece together a complete ensemble.



RESULTS

More Social Site Visitors, More Online Sales

“Now, Pinterest is our No. 1 revenue-generating social channel.”

Erkavun

Beauty Bridge started to see immediate results after refocusing its efforts on Pinterest at the end of September 2012, and it's the No. 1 revenue-generating channel.

Three weeks after the Spooky Beauty contest launched, Beauty Bridge doubled its followers, drove substantial traffic to its contest website landing page, collected **contact data from hundreds of qualified leads** and saw time on site quadruple. The majority of this traffic clicked through to product pages, and 10 percent visited the brand's high-end premium style kits.

Beauty Bridge continues to see impressive results from Pinterest, with overall visits to its site increasing 131 percent between Q4 2012 and Q2 2013. Social networks were the source of more than two-thirds of those visits, with Pinterest as a leading traffic driver.



SITE TRAFFIC INCREASED

Between Q4 2012 and Q2 2013

↑ 131%



Since Beauty Bridge launched its Pinterest campaign in Q4 2012, social content has reached wider audiences and driven visitors back to the brand website where they view multiple pages. Referral traffic from Pinterest increased 59.6 percent, while unique Pageviews rose 198 percent and average pages per visit shot up 86.75 percent.

"I can definitely say web sales have increased in multiples. Consistent follower growth from our new Pinterest strategy really increased our revenue."

Erkavun

Referral Traffic
FROM PINTEREST
Increased

↑ 59.6%

Unique Pageviews
FROM PINTEREST
Increased

↑ 198%

Average Pages Per Visit
FROM PINTEREST
Increased

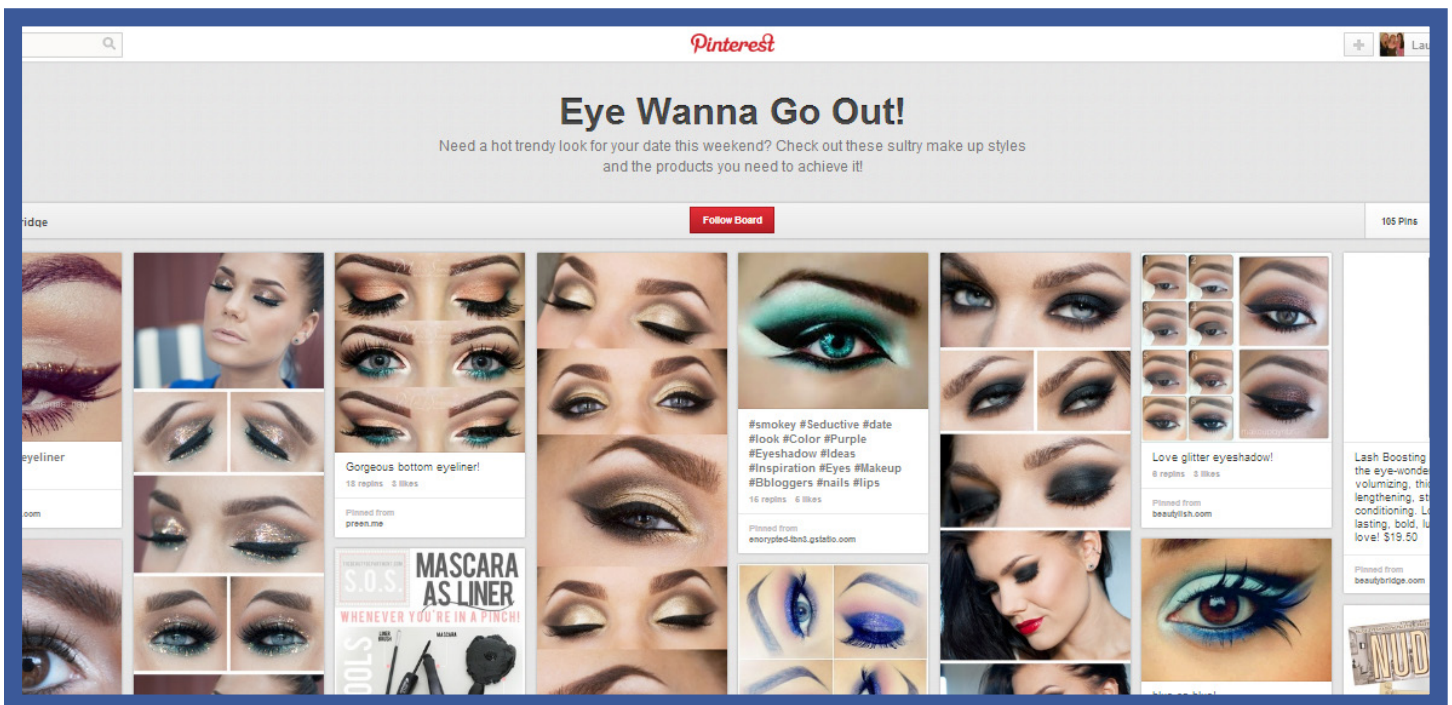
↑ 86.8%

Unique Visitors
FROM PINTEREST
to the Website Increased

↑ 60.5%

Between Q4 2012 and Q2 2013, the number of unique visitors navigating from Beauty Bridge's Pinterest page to its website increased 60.5 percent.

Brafton has helped Beauty Bridge construct a strong Pinterest presence. The company is recognized and rewarded for being highly active on the site, with a strong virality rating and healthy Pinfluence score (the relative measure of popularity, influence, activity and reach).



WHAT'S NEXT FOR BEAUTY BRIDGE?

“Video content may be one of the areas where we can work with Brafton and try to recreate what we’re doing with social media. We’re trying new things and seeing if they work.”

Erkavun

Erkavun is happy with the brand’s Pinterest performance, but he has more ideas in the pipeline and is open to new things. Beauty Bridge is in the process of evaluating potential video marketing concepts. The company has also started work with Brafton to create joint social media contests with other retailers across networks, including Facebook and Pinterest. ■

