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Casely, a Cute Phone Case Company



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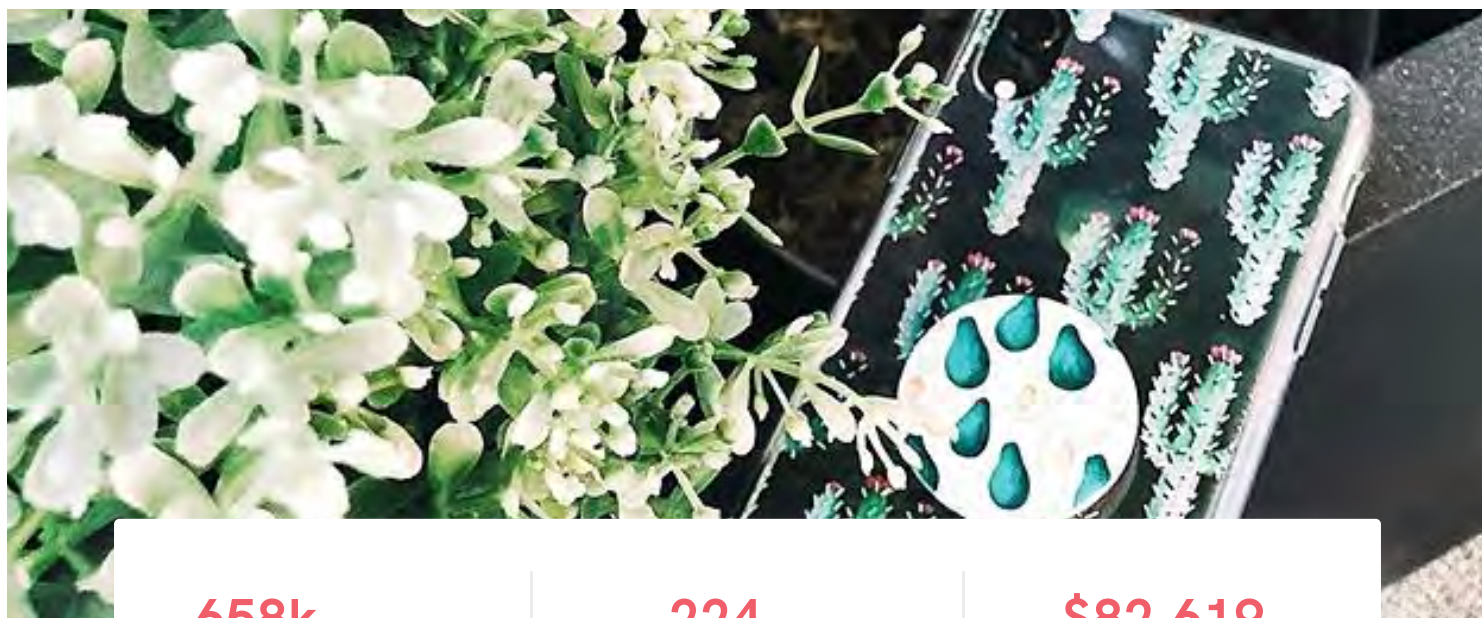


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Business Challenge

Casely was spending too much time manually reaching out to ambassadors on Instagram to invite them to participate in their loyalty program. Two dedicated staff members were committing at least 5 hours a day to coordinate their ambassador program and they were not seeing the desired results given the sheer amount of time they were investing in ambassador marketing. They were looking for a few key objectives when searching for a solution where they could build and maintain their growing Casely community.

**658k**

Social Media
Impressions

224

Million
Direct Reach

\$82,619

In Revenue
With 2851 Sales



Pain Points

- ✓ A lack of the right tool to automate their invitation process to a mostly female audience aged between 18 and 34
- ✓ Location restraints when trying to reach out to a global base of ambassadors
- ✓ The need for a one-stop shop where they could work with their most loyal customers, followers & fans and have them create value for Casely
- ✓ The functionality to roll out a one-to-many communication/engagement strategy with their Ambassadors and therefore dramatically reducing resources required on their side
- ✓ The inability to adequately grow engagement on their main platform - Instagram
- ✓ Generating authentic social buzz and revenue from the people who know and love their brand the best
- ✓ Managing the Casely Ambassador community low effort with the highest possible return

To find out more, visit our website

brandbassador.com



Customer Success

Through our hands-on, premium onboarding program we have dedicated a number of team members to help Casely understand and clarify the outcomes they need to see in order to deem the partnership with Brandbassador a success. Early on we helped them define their objectives and identify an ambassador program strategy that would work for their size, nature of the business and target market.



As with every client, the Customer Success team provided a walk through of the features that would provide them with the shortest route to value, encouraging a thought process around their engagement strategy and how it should be communicated to ambassadors via the program. Our Customer Success team are experts in social media and ambassador marketing so are able to provide detailed examples of how to recruit and build a high performing community from your brand advocates.



Unlike self-serving platforms, the Brandbassador Customer Success team has built internal KPIs that tie their own career success with the success of a brand's performance, therefore they are always extremely motivated to curate a successful Ambassador marketing strategy that helps the brand achieve their desired outcomes. With an ambitious product team, the platform is constantly evolving with the most effective features being added on a weekly basis to help the brand boost sales, engagement and performance.



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Summary



Since joining Brandbassador in 2019, Casely has found that through missions on our app, their ambassador's engagement rates are significantly higher when compared to their previous system and their organic outreach has also improved. They are able to drive sales through links and discount codes with transparent and real-time tracking.

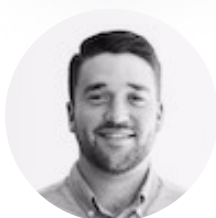
Together with one of our dedicated Customer Success Managers, Casely has managed to build a fun, engaging community for their customers, followers and fans. They have also been taught how to use the Brandbassador platform to seamlessly activate Casely brand advocates, reduce the time spent managing their community and to generate the highest return which allows them to focus on other aspects of their business.



Their one-to-many strategy has naturally resulted in time savings as they no longer have to spend time manually communicating with their audience, now everything is centralised and automated. They love how everything is now under one roof which decreases the time spent on tracking and reporting their communities performance. In addition, they enjoy how quick and easy it is to train new employees to use the system.

Our Customer Success team continues to work closely with Casely to ensure they are seeing the results they need to achieve in order to deem the partnership a success. Their positive ROI plus continuous strategizing and education throughout their entire journey has meant the partnership continues to go from strength to strength.

“Our brand would not be the same without Brandbassador.”



Mark Stallings

Co-Founder

To find out more, visit our website

brandbassador.com



Ready to Activate **Your Community?**

Brandbassador was created by the founders of the clothing sensation OnePiece. A brand built and fuelled by social media marketing to grow to almost \$200 million dollars in online revenue.

We experienced first hand how difficult it is to manually scale and track the results of ambassador marketing. Brandbassador was built as a solution to this pain and refined over 8 years of pioneering social media marketing from a brand's perspective.

Now with years of experience launching various communities big and small from all over the world we are experts in word of mouth marketing.



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We Empower Brands to:

- ✓ Turn customers & fans into ambassadors
- ✓ Create automated marketing campaigns for ambassadors
- ✓ Generate social buzz & drive sales
- ✓ Reward ambassadors & sales champions
- ✓ Track revenue through our plug & play integrations

Check Out Our Dedicated App for **Ambassadors**

Engage your ambassador community by creating fun marketing campaigns, one-to-many communication and providing them with the tools to generate sales and social buzz for your brand - the possibilities are endless!



To find out more, visit our website

brandbassador.com