

TheBroBasket.com Case Study

Growing from \$0 to 7 figures

How to grow the company profitably

Company

The BroBasket was launched in late 2014 as a alcohol themed gifts baskets for men company that wanted to provide something new and different to give to men.

Context

The company was started as just an idea with a rough plan. It took a considerable amount of knowledge and effort to grow the business from \$0 to over 7 figures in under 2 years.

Growth

We had to figure out what marketing levers we would have to pull in order to profitably grow the company and what kind of metrics we would have to maintain in order to do so profitably.

Challenges - Growing, Scaling, and Profitability

Challenge 1

Profitability

We were a somewhat boot strapped company with a small SBA loan (\$80k) that we had to use wisely in order to grow, but do so profitably so that we made money on every sale .

Challenge 2

Growth

Since we launched with our own fulfillment operation we had to grow the businesses quickly enough but sustainably to pay for our fixed costs.

Challenge 3

Scaling Growth

Once we figure out what works and what doesn't we need to then scale those marketing channels, but do so without breaking the bank.

Solution

Pursue a Performance
Marketing Strategy

We knew that in order to grow at scale sustainability we needed to profit on each and every sale, especially without knowing the life time value of our customers.

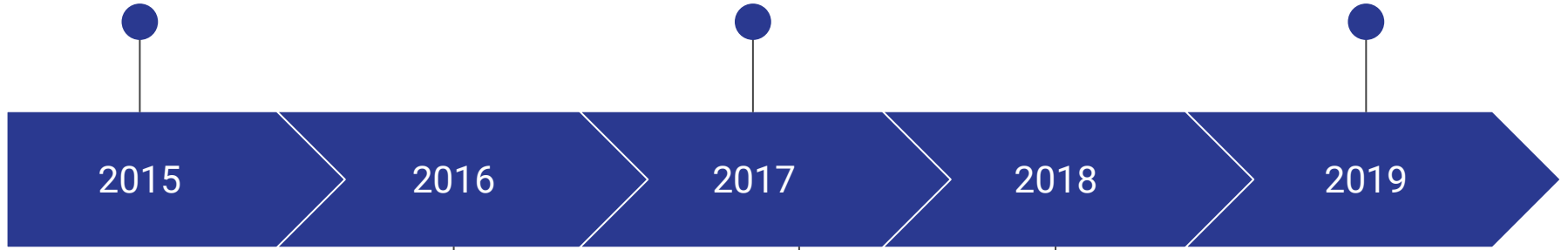


How we did it

Launched Google/Bing
Search & Shopping
ads

Launched email
marketing campaigns
and flows via Klaviyo

Launched Amazon
listings



Focused on improving
SEO

Found profitable
method for running
FaceBook/IG ads

Launched Content
Marketing efforts and
refocused on
maximizing SEO

Impact

2015: \$0 - \$200k Sales

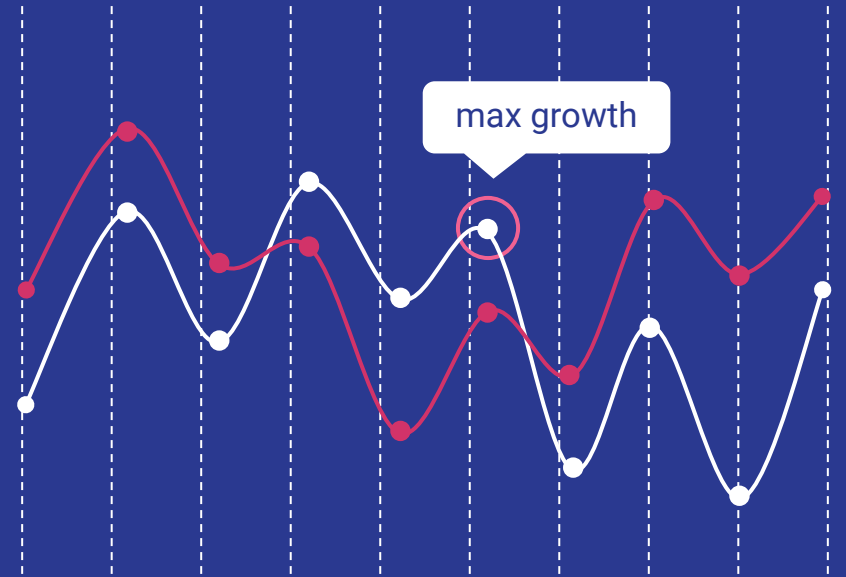
2016: \$200k - \$1.2 M sales

2017: \$1.4 M Sales

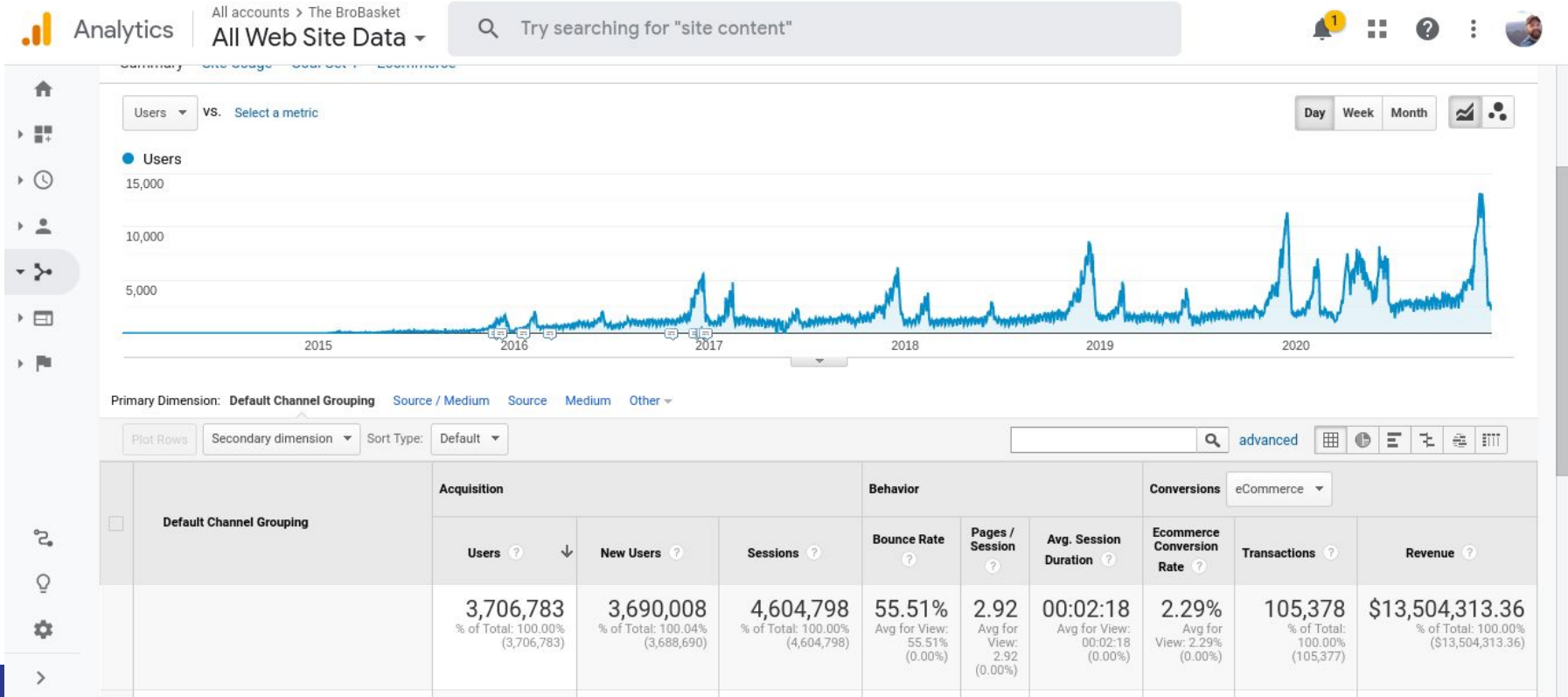
2018: \$2 M sales

2019: \$2.5 M Sales

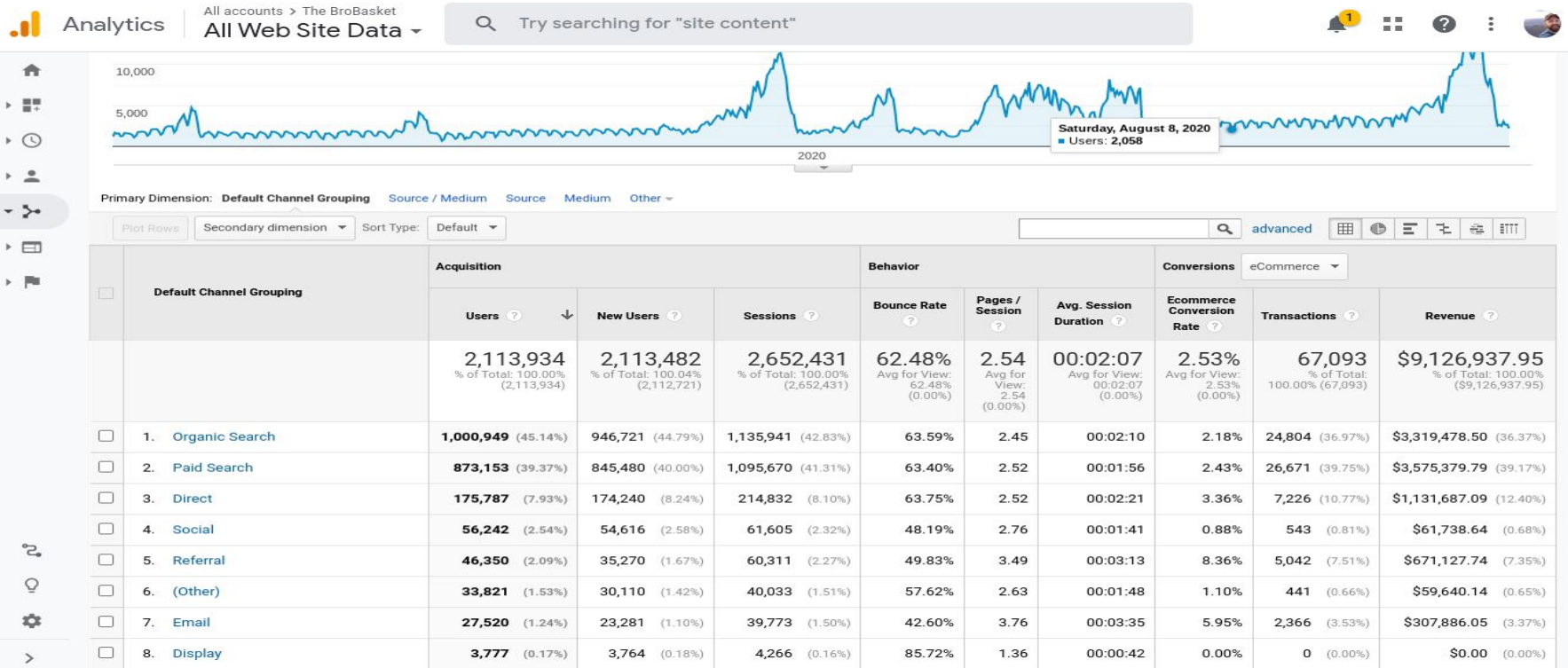
2020: \$6.6 M Sales



Growth from 2014 - 2020



Growth - 2019 & 2020



Key Performance Metrics

At end of 2020

- ROAS for all channels = 9.33
 - ROAS Google/Bing PPC = 7.4
 - Total Revenue = \$6.6M
 - Top 10 ranked Keywords = 6k+
 - Total Site Backlinks = 15k
 - Domain Rating = 52
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What we did to achieve this level of performance

- Focused relentlessly on SEO optimization, making sure we ranked for the keywords we knew would drive customers and sales to our site
- Worked hard to find a rockstar PPC firm that could grow with us
- Work closely with our PPC firm to make sure we; maintained profitability, grew sales over time, and minimize wasted spend on unprofitable search terms.
- Constantly looking at our metrics on Google Analytics to ensure our marketing channels were always working at their full potential
- Using tools like; Lucky Orange, HotJar, and Google Analytics to pinpoint friction in the shopping and checkout process for our customers and working towards eliminating that friction
- Utilizing Klaviyo to create segments and email flows for customers of all shapes and sizes
- Constantly testing to find out what marketing channels work best and how to convert visitors into customers
- Never giving up on FaceBook/IG ads until we finally found the right recipe for profitable success

I hope you enjoyed
this Case Study.

Contact info

James Grasty

jamesgrasty@gmail.com

805-500-6223