

How the World's Fastest-Growing Watch Brand Used Email to Grow Revenue 98%

BLAKE PINSKER

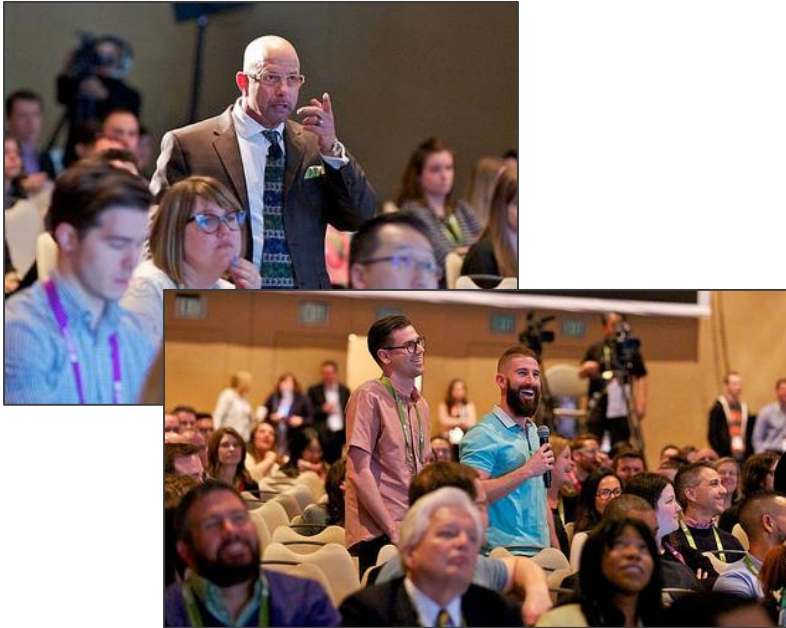
Marketing & Brand Director
MVMT



Blake Pinsker

Marketing & Brand Director, MVMT

Blake's MarketingSherpa Journey



MarketingSherpa Summit 2016



MarketingSherpa Summit 2017

Initial Marketing Strategy



mvmt
9,246 likes
mvmt Wake and wake. #jointhem
(@dichirogersza)
view all 42 comments
stevenrobertproctor Go pro?
klocktrend
jakekassan Shred the gnar
groomjack Would u do this
@29rebeccafox
real.martin Nice one
elleidau This is awesome!
fogardella @mxl_gif
khan.aesthetics
crobzphysique
joysabrand One of the best fees
there! Another great shot
tombenington @tom.molinaro
onlybloodyhuman Makes me wa



mvmt
Jokusan
17,974 likes
mvmt Tag some
#jointhemmvmt
(@@23fitfn)
view all 458 comments
jenensorr @col
bert_colon @h
aaronclock @
MELTING
kathekatt @a
jessica_larissa
karthikchandra
for a commie



mvmt
Hawaii
11,289 likes
mvmt The things @sam_kolder will do to
get the shot. #jointhemmvmt (@@jacob)
view all 43 comments
andrewhanoun Pretty cool!
jakrusso @jp.harvey this is cool
jp.harvey @jakrusso very
bmclannan @alliesk this is our
honeymoon
phil_muscara @hayleyweir
drinkturveda Great page check us
out when you get a sec
lettudewatch Awesome
andres_riverosg Amazing
adrian_18m @mariozonigga
johnreyesnetworks Whatever it takes!
cute.animals.spot Very cool
messleeejackson Love Kso epic



mvmt
10,900 likes
mvmt Sulted Sup
Sunglasses: 'Leg
Watch: 'Chrono
Leather'
view all 87 comments
pinerman93 W
hawamaddy Nic
stefano.lofoco92
ana.aguirre So
erikmagnus Lo
chanylee_ @joh
nbucarablaedu
من التعليم العالي في
التعليم العالي في
sultupsa Nice co
Everything about
Love it!
calebstanfield I



mvmt
New York, New York
8,456 likes
mvmt All the way up. #jointhemmvmt
(@@tomedurante)
view all 42 comments
gerotu Ist doch ganz leicht so ein B
mit einer Uhr zu machen
@tim_hw
dartheodore Crazy pic
jonnyrambro @bohemianbrambles
gives me anxiety
_naifred @beisthebeez lol
fz191 @mvmtwatches you guys
shouldn't be promoting reckless be
tim_hw Ja stimmt hast recht
@gerotu weiß auch nicht, dann bin
einfach zu blöd
arne_schirr @be.nita cooles pic
tomedurante
ogcoon The W needs to be flipped



mvmt
14,933 likes
mvmt Style of the day: The 'Chrono - Gun
Metal/Sandstone Leather'. #jointhemmvmt
(@@hayden__scott)
view all 209 comments
jacobrhodge @cande_mac thank you
for mine
adonato_ @matthew.curley
matthew.curley I think I need a dark
band because of the tattoos @adonato_
adonato_ I know I'm just saying that the
darker band won't look good with this
gunmetal face @matthew.curley
matthew.curley That might be a good
summer watch. What you think? @adonato_
adonato_ If you like it go for it. I just
figured you would the black band with that
black and red face then during the summer
change the band to the darker tan. No?
@matthew.curley

#Sherpa17

Initial Marketing Strategy

“If something happens to Facebook or Instagram, we want to make sure our business doesn't die.”

#Sherpa17

Using social media to build your email list



Contests

2015 Giveaway

- Posted on social and participants had to provide their email to be entered
- Sent everyone a discount code after for participating
- Collected **6,000** email addresses
- Converted 3% of participants



New Product Notifications

- Posted about a new product launch
- Told followers if they wanted first access to the collection, they could click through on the post and provide their email address
- Collected **4,933** email addresses and saw a **55% open rate** on the email



Executing on a new channel



Keys to Scaling Fast

- Step 1: Just start trying
- Step 2: Be ROI focused
- Step 3: Find trusted 3rd party partners



Ensure a successful relationship

- Track record
 - What other clients are they working with?
- Energy and passion
 - Are they excited to work with our brand or are they just in it for the sale?
- Knowledge of the Industry
 - Can they teach us something we don't already know

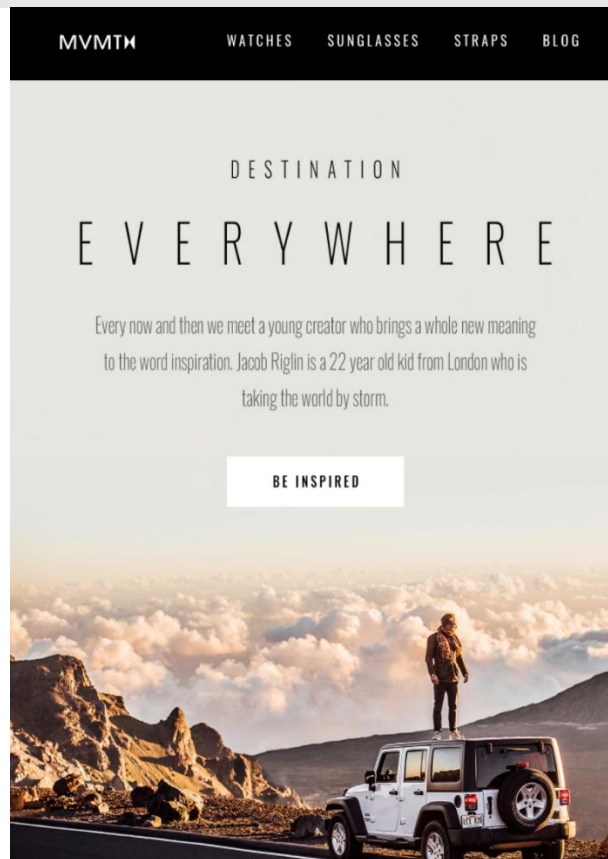


Starting with a customer-first reason to connect

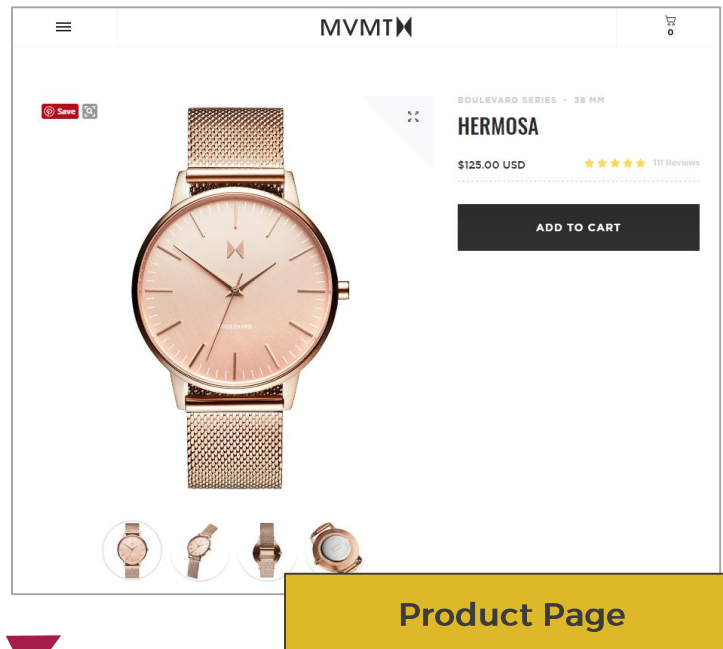
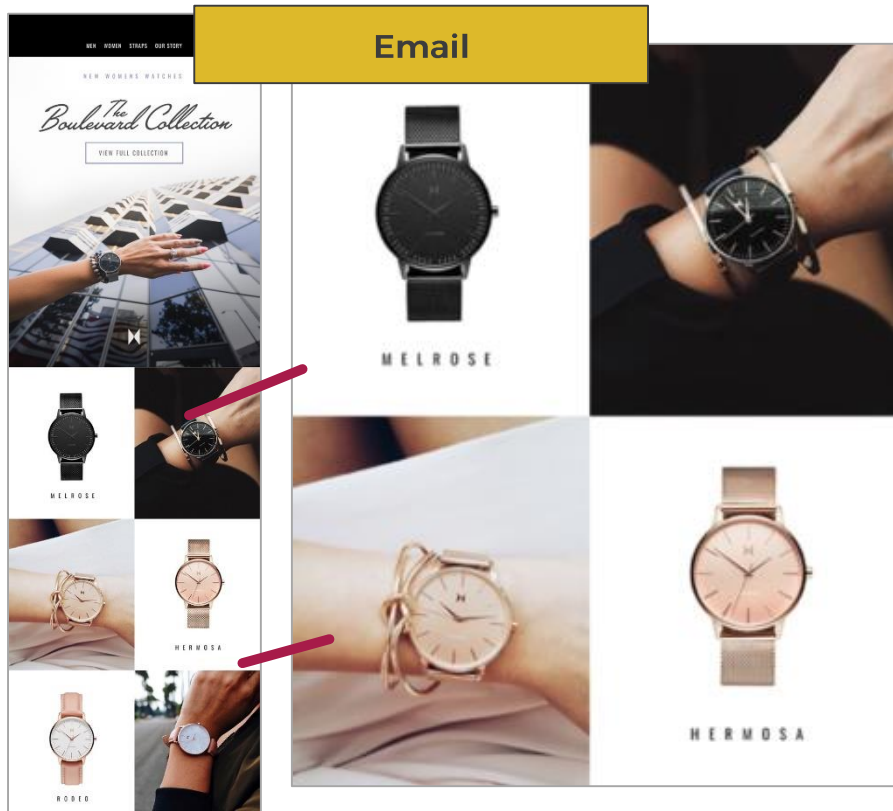


Using Email to Deliver Value

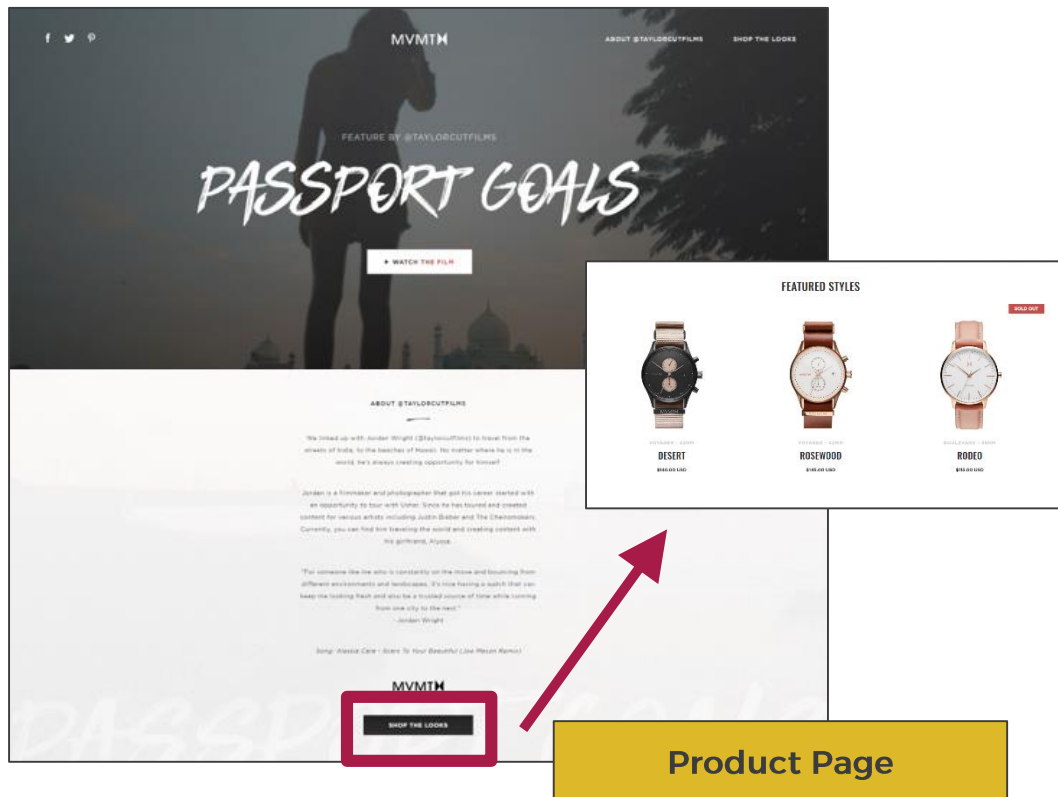
- Build brand affinity and gain trust of fans
- Younger demographic doesn't want to be sold to
- Diversify campaigns with product focused vs. content focused
- Content focused emails now sell just as well as product-focused ones



Product Focused Emails



Content Focused Emails

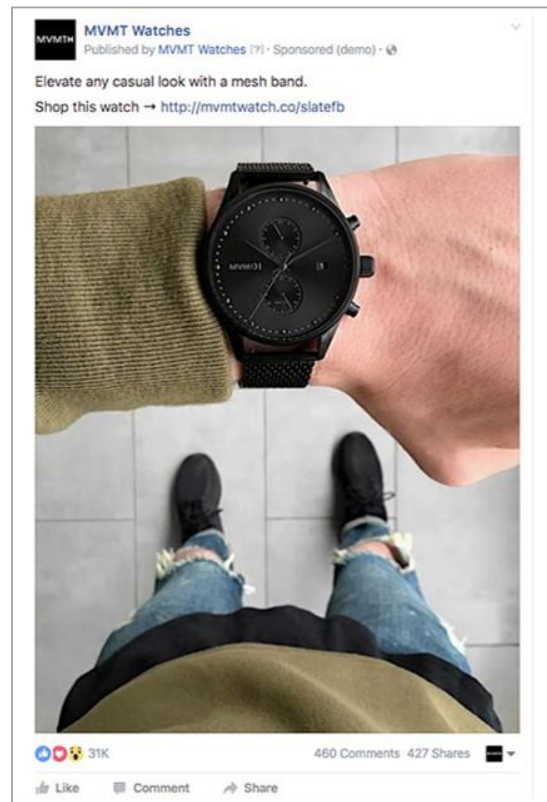


Finding the most effective imagery



Staged Feel vs. UGC Feel

- Used social media to find content creators around the world
- Gave our content a UGC feel-for a fraction of the price of a shoot with models
- UGC vastly outperformed expensive model shots
- Content arsenal is now endless



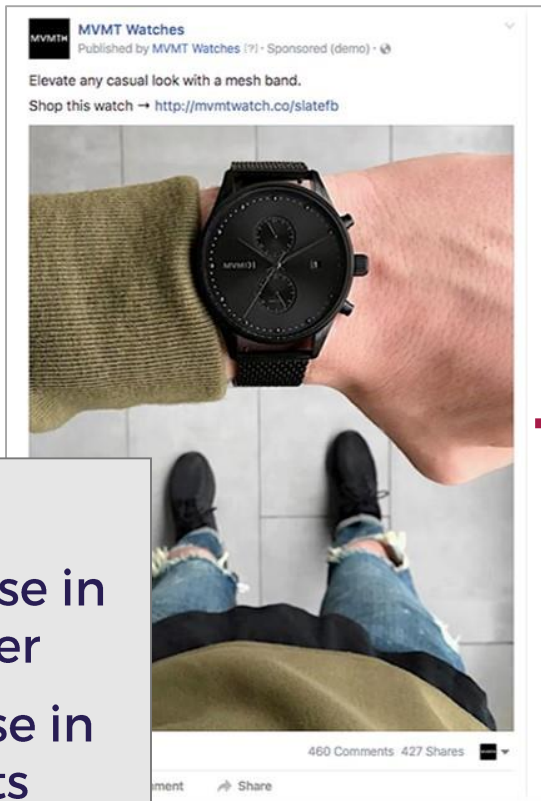
Staged Feel vs. UGC Feel

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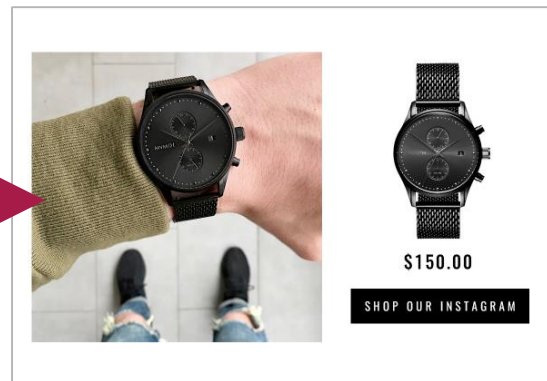
Results

☒ 88% Relative decrease in cost per order

⬆ 461% Relative increase in engagements



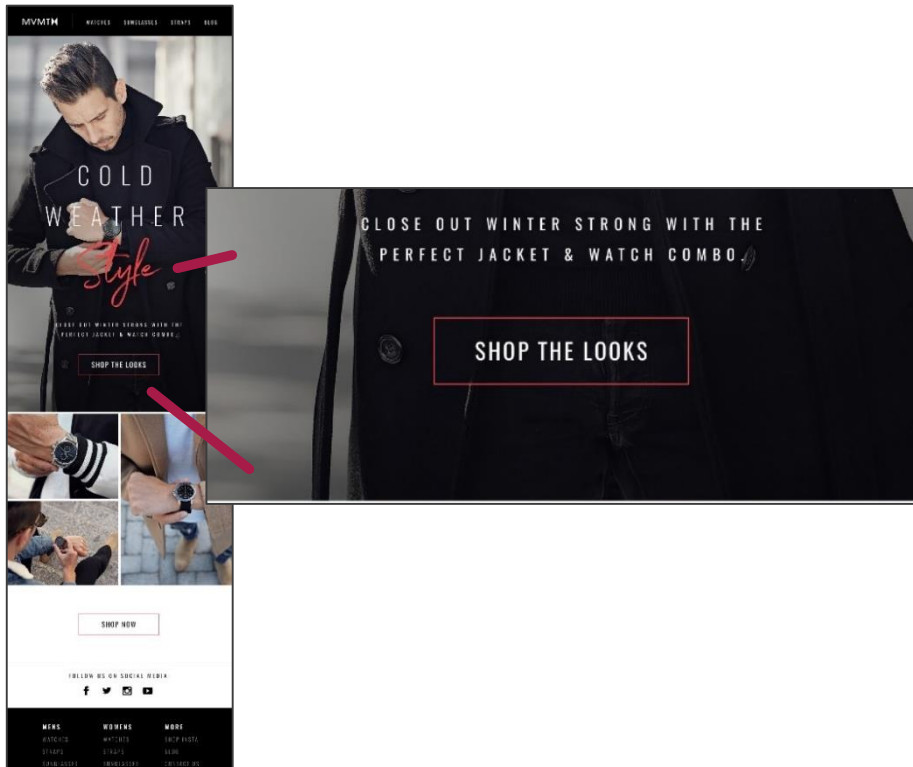
Email



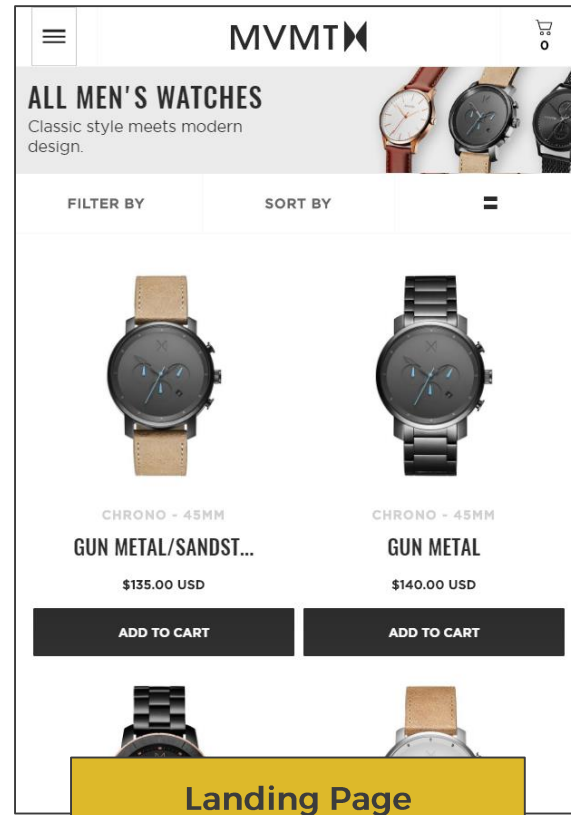
Create Dedicated Landing Pages for Email Campaigns



Campaign Linked to Collections Page



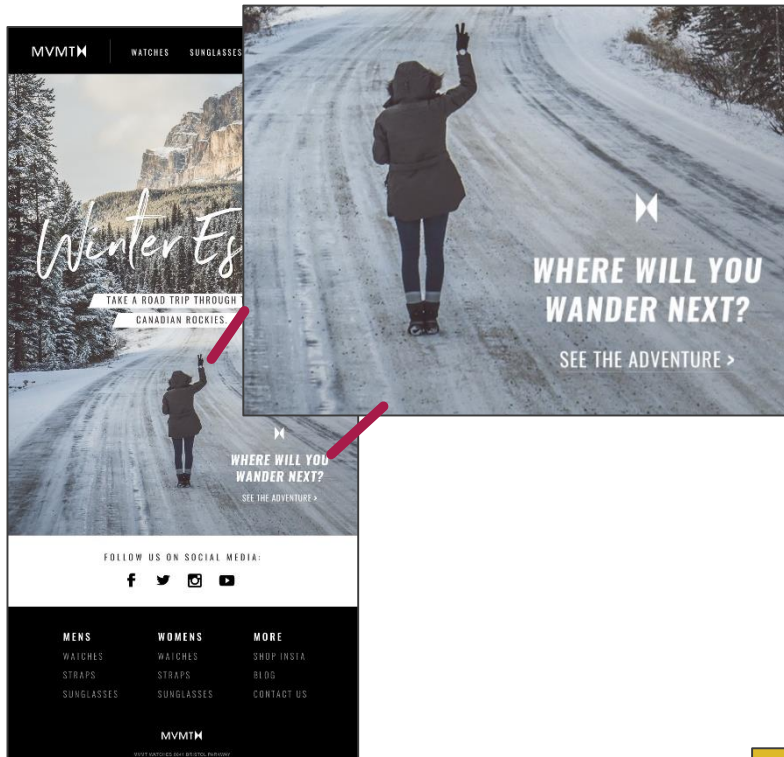
Email



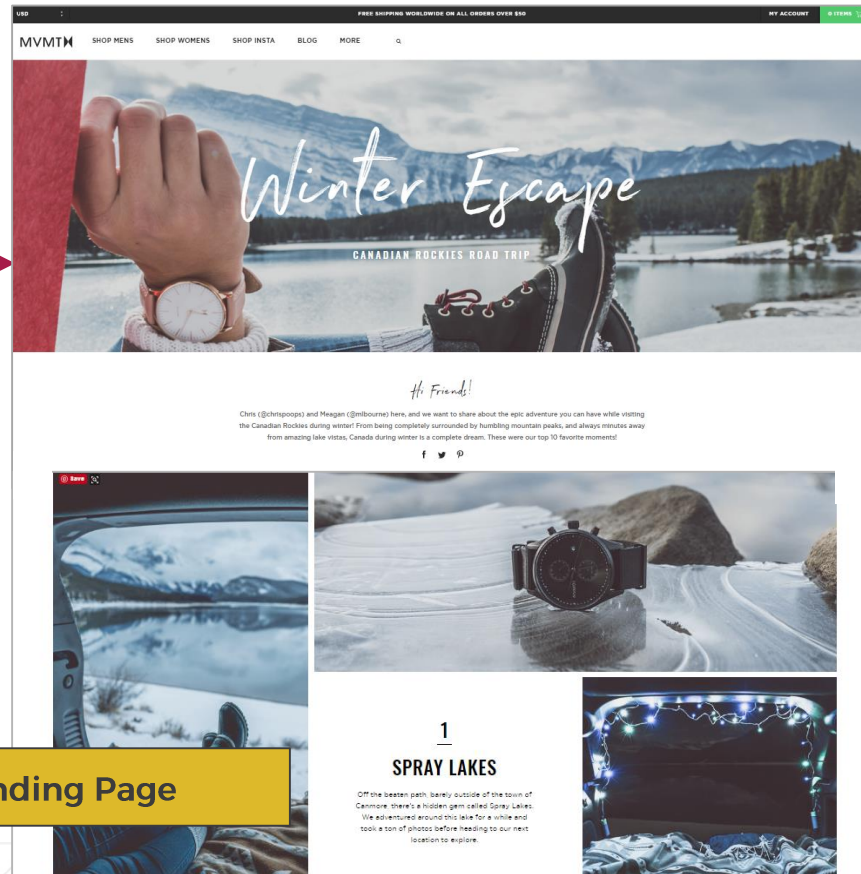
Landing Page

#Sherpa17

Campaign Linked to Custom Landing Page

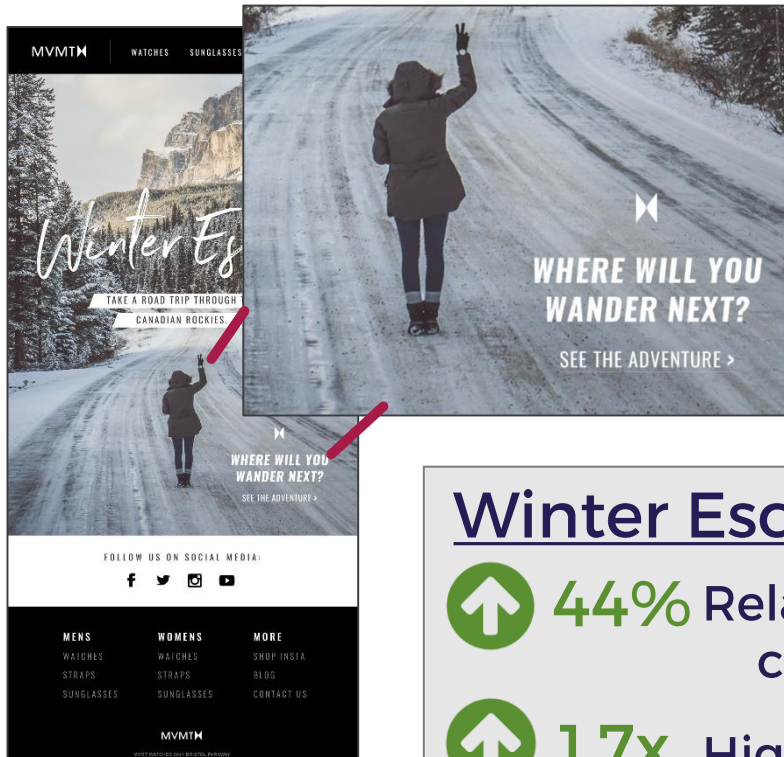


Email



Landing Page

Campaign Linked to Custom Landing Page



Email

Winter Escape Results



44% Relative increase in conversion rate



1.7x Higher revenue



1

SPRAY LAKES

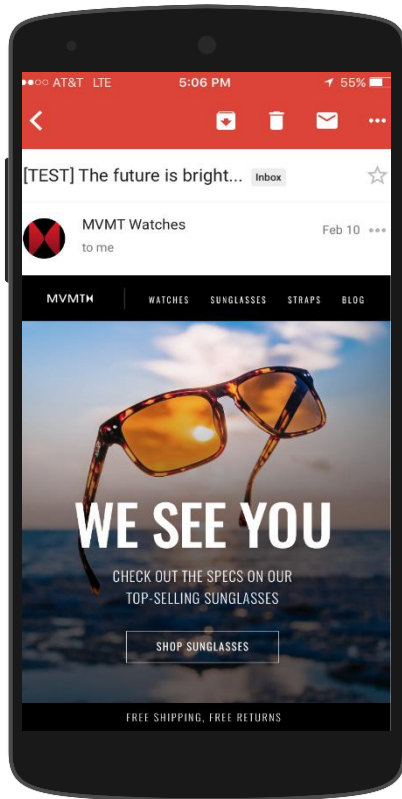
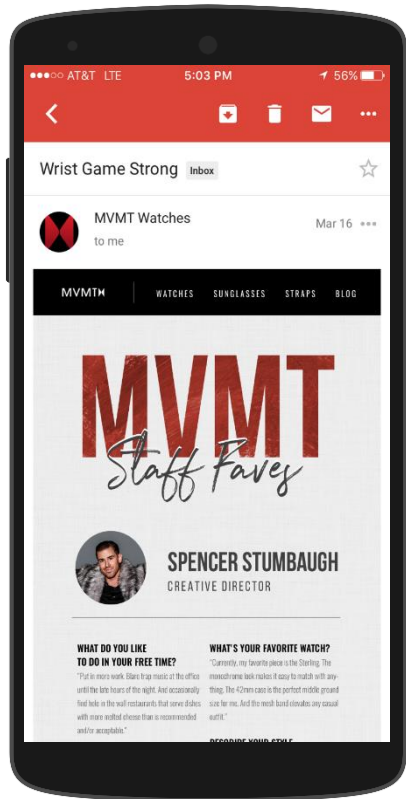
Off the beaten path, barely outside of the town of Canmore, there's a hidden gem called Spray Lakes. We adventured around this lake for a while and took a ton of photos before heading to our next location to explore.



Mobile Optimization



Long Form Email vs. Short Form Email



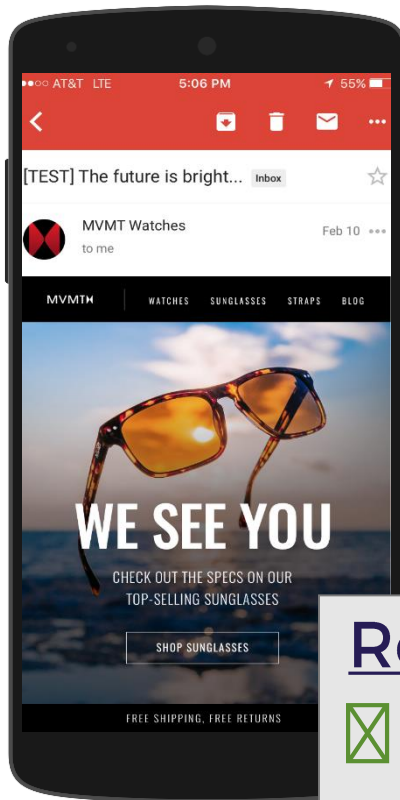
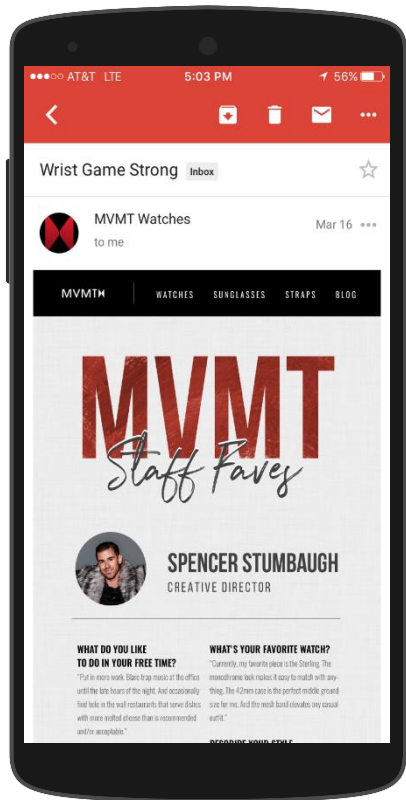
Long Form

- Must scroll to find CTA
- A lot of small text

Short Form

- CTA above the fold
- Minimal text

Long Form Email vs. Short Form Email



Long Form

- Must scroll to find CTA
- A lot of small text

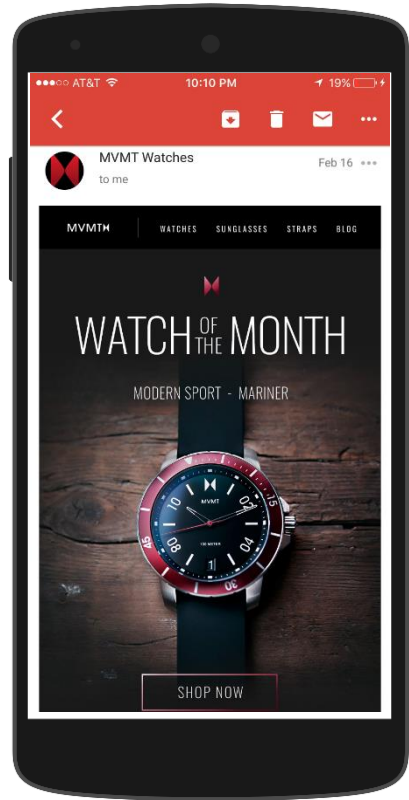
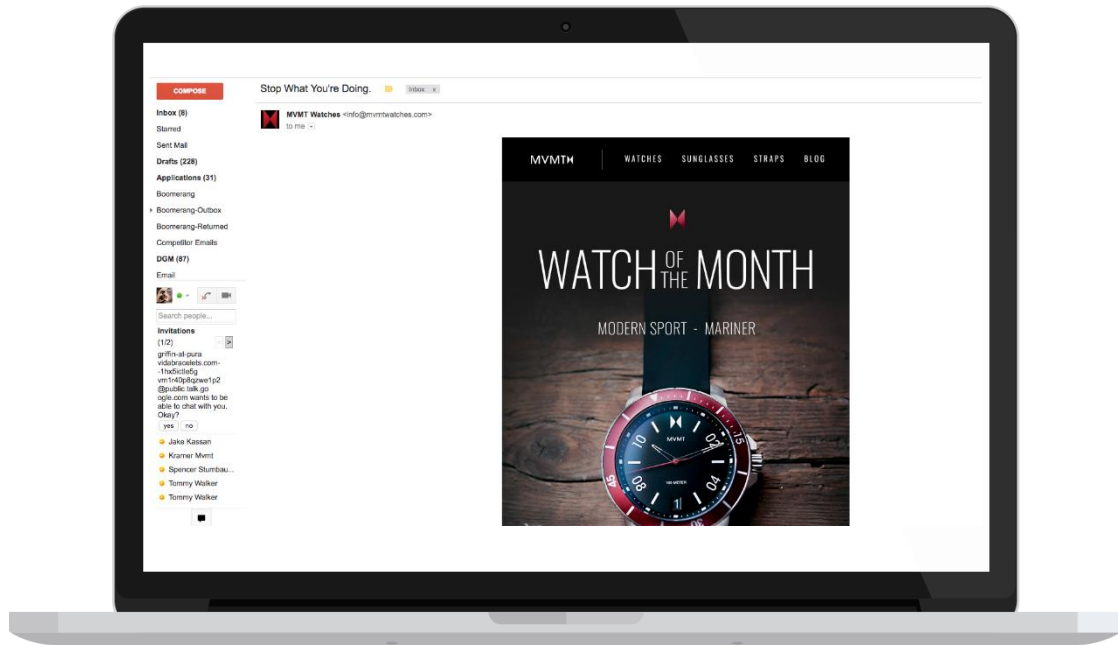
Short Form

- CTA above the fold
- Minimal text

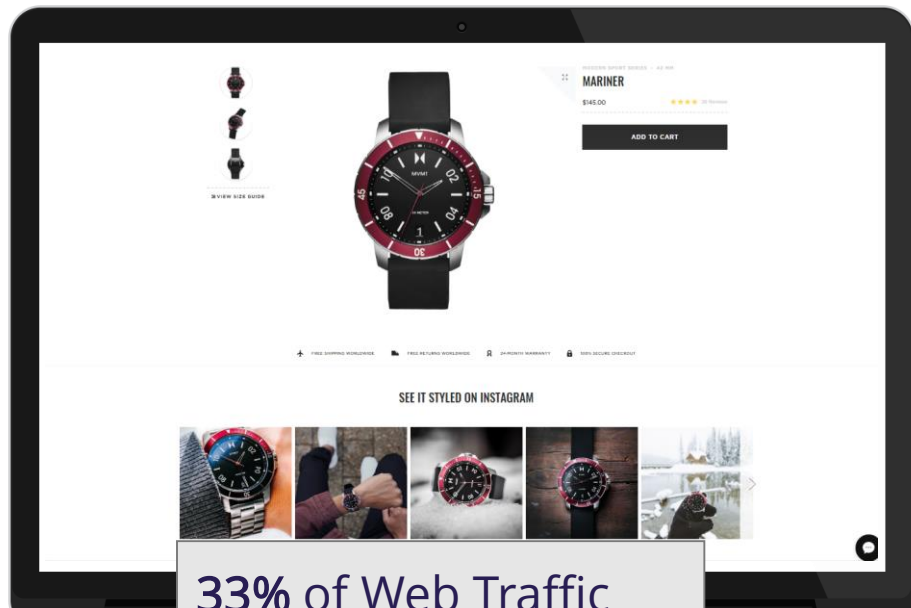
Results

☑ 100% Increase in clickthrough rate

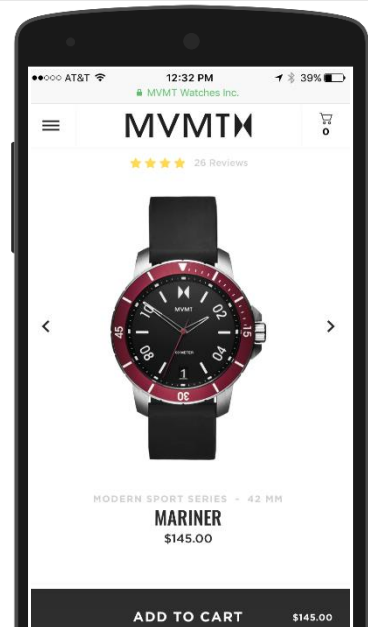
Email on Different Device Types



Landing Page on Different Device Types



33% of Web Traffic
53% Revenue
26% of Email Opens



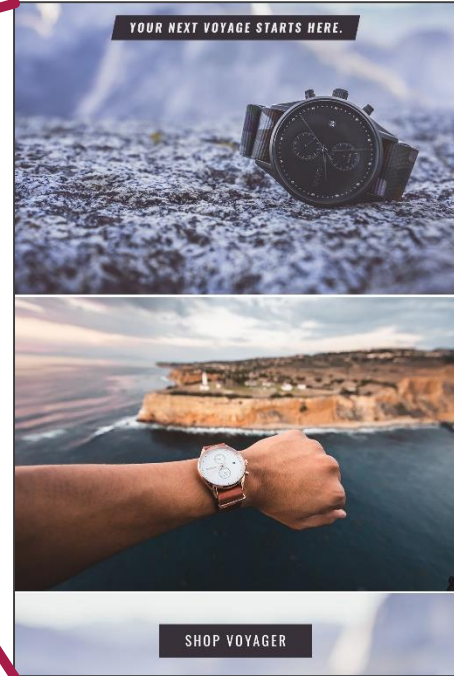
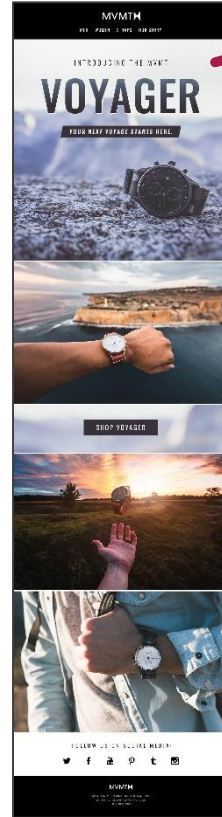
62% of Web Traffic
42% Revenue
74% of Email Opens

Customer Inspired Products



The Voyager Series

- Noticed customers would share a lot of travel pictures with their watch in the picture
- Developed The Voyager series as a travel inspired watch
- Our most rugged watch to date, and features a water proof case and a dual time zone sub dial



Top Takeaways

- Utilize customer data to drive sales and build brand affinity
- Think like a consumer, not like a sales person
- Exchange value for trust
- Keep brand top of mind by sharing consistent content





Thank You

Blake Pinsker, MVMT