



COMPANY CASE STUDY

CHALLENGE

The rebranding initiative presented a series of substantial hurdles. The shift to a new domain meant starting from zero in terms of search engine equity, a critical component for digital visibility and engagement. Furthermore, initial e-commerce revenue figures were discouraging, with the first month's earnings barely exceeding \$20,000. This highlighted the need for a robust and innovative strategy to build momentum and achieve scalable growth.

STRATEGY

Influencer Collaborations

Partnering with top firearms influencers strategically, the national rifle manufacturer brand designed special edition collaborations to enhance visibility with minimal investment, leveraging influencers' reach.

SEO and Digital Marketing

The strategy involved an aggressive SEO campaign to build organic search equity by optimizing the website for search engines and enhancing user experience for better rankings and visibility.

E-Commerce Optimization

The e-commerce platform underwent significant enhancements to ensure a seamless shopping experience, from product discovery to checkout.

Content Marketing

Engaging, authoritative content was developed to captivate the target audience, driving traffic and reinforcing SEO efforts.

Navigating Ad Restrictions

To bypass firearm advertising restrictions, the strategy targeted ad networks permitting such ads. It prioritized branding at the funnel's top and drove revenue through compelling digital ads.

RESULTS

The multifaceted approach led to impressive outcomes. Monthly e-commerce revenue began to surge by 22-35%, demonstrating robust growth. This momentum was sustained and significantly amplified in the last quarter of 2023, with December revenues surpassing the \$1 million mark. This not only reflected the success of the implemented strategies but also established the company as a significant contender in the firearms industry.

OVERVIEW

A new player in the U.S. firearms manufacturing market embarked on a transformative journey by acquiring an established entity that had developed a significant market presence over the past 7-8 years. The branding transition, led by Chris Kraft, an experienced Fractional Chief Marketing Officer (CMO), was pivotal in crafting and executing the marketing strategy that propelled the brand to profitability within 9 months.

CONCLUSION

This narrative underscores strategic rebranding and digital marketing's pivotal role in business transformation and growth. Innovative approaches, such as influencer collaborations and adaptive digital advertising, enabled the company to overcome challenges and achieve substantial growth. Transitioning from initial struggles to generating over \$1 million in e-commerce revenue within months showcases the effectiveness of strategic planning, execution, and excellence in the competitive firearms market.