

EPIC CASE STUDY

e-Commerce - Consumer Goods & Services

SUMMARY

Epic Watch Bands is the top distributor of premium third party Apple Watch bands providing high quality materials, competitive customer service and affordable pricing. Searchlight has been with Epic from the beginning stages.

SERVICES

Full Marketing Suite including:

- Web Design & Development
- Marketing Consulting
- Business Consulting
- Online Advertising
- E-Mail Marketing
- Community Engagement

THE BACKGROUND

In the months leading up to summer 2017, Michael and Ian, two hardcore Apple fans, were tired of the same old watch bands that came with their Apple Watches. However, when they began buying bands from alternate sources, they struggled to find non-Apple bands in premium materials. Wondering if anyone else has gotten frustrated with the quality of third-party bands, they decided to start reviewing other types of bands from many different manufacturers, searching for the best quality they could find. With that, they created Epic Watch Bands (Epic)!

THE CHALLENGE

Epic had found the perfect bands to sell but had one problem, no website to sell them on! Finding the right platform to use and executing a functional website that was easy to navigate was a priority for Epic. On top of that, they had no online presence whatsoever. So Epic Watch Bands needed a performance-based marketing strategy to get their business on the path to success. Searchlight Solutions gave Epic a plan to gain online revenue and steadily increase brand awareness quickly. Things were looking fantastic for Epic!



THE EXECUTION

As a performance-based agency, Searchlight created and executed a plan for Epic's online marketing strategy. Searchlight designed the website to improve the sales flow, making it much easier for consumers to buy. Working alongside Epic to understand their customer base, Searchlight created online marketing campaigns to get the brand in front of those specific audiences. Using multiple advertising platforms (Google, Facebook, Instagram, etc.), the Epic Watch Bands brand reached more potential buyers. By letting potential customers know about the Epic products and getting them to a high sales-converting website, sales started to grow exponentially.



THE RESULTS

Searchlight exceeded expectations. Within six months, Epic was generating 150+ orders per day and generating over \$500,000 in sales. After a year, sales were up by 1000%, and it's grown increasingly since then. Epic has been able to gain a following with the help of campaigns on Facebook & Instagram, where people have been sharing their thoughts on Epic and their products. Searchlight also optimized the shopping experience and managed numerous sales-focused online marketing campaigns.

Searchlight Solutions is an integral partner for Epic Watch Bands. Searchlight came up with proven winning marketing strategies and constantly improved the profitability of all marketing campaigns. That allowed Epic to focus on product development, introducing new accessories for Apple products, and continue growing their business.