

SUSTAINABLE MARKETING

Growing sustainable brands through paid ads

I'm Kate Wrigley. The founder of The Colombia Collective

+350% revenue

The Colombia Collective is a UK-based company that sells products created uniquely by Colombian artisans.

In June 2020, Kate decided to get help with paid advertising.

Before that, she was mainly selling wholesale. Now, 9 months later, she has made over £84k in revenue selling directly to customers through her website.

Month one: Test and learn

Ad spend	Clicks	Purchases	Revenue
£1,077.94	4,315	43	£7,375.85

For the first month, we focused on data collection and audience optimisation. We were given a budget of £1k that allowed us to collect sufficient data to begin optimising the campaigns. The initial results were good, you can see the ROAS for month one was above 6, much higher than we expected. We managed to draw 43 sales and over £7k in revenue.

Month 3-6: Optimise and grow



After a slow month in August, we started working on growing the campaigns in the run up to Christmas. We used data on the ad images and copy to come up with a direction to follow on the content (see below), and implemented this on the 1st November. Overall, from August to November, we increased the monthly budget by 50% while also increasing ROAS. In November, with new content, we saw record sales and a ROAS more than double that of October.

Would you like to get these results for your brand? **Let's talk!**



Content Strategy

The below table shows data on two main placements we use with The Colombia Collective - Instagram Feeds and Stories. The data you're seeing is from August, September and October 2020. When analysing, we could see that the algorithm was spending more on the feed ads, despite them having a lower ROAS.



Placement	Ad Spend	Sales	Revenue	ROAS
1. instagram/feed/mobile_app	£1,549.56	32	£4,435.34	2.86
2. instagram/stories/mobile_app	£1,156.7	26	£3,864.36	3.34

This second table shows data from November and December, after we implemented the new content strategy.

Placement	Ad Spend	Sales	Revenue	ROAS
1. instagram/stories/mobile_app	£1,889.12	67	£11,463.01	6.07
2. instagram/feed/mobile_app	£594.28	17	£4,599.42	7.74

After establishing that Instagram stories had more potential, we started controlling the ad spend between the placements. After passing this data onto the client, she was able to create new content that was specific to Instagram stories (examples below) which helped us to maximise this potential.

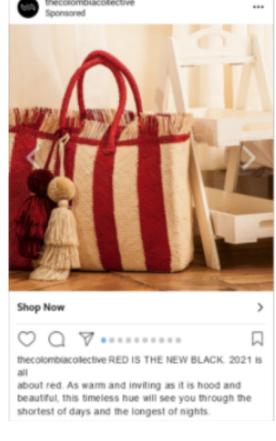
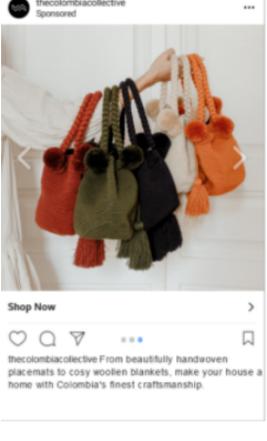
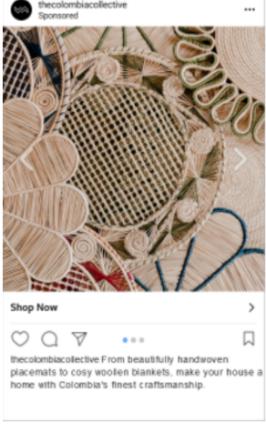
You can see that the ROAS increased on both placements with the new content, but the main difference is that most of the budget is now going on stories, which is drawing the same ROAS as feeds with a higher budget.

This kind of strategy allows us to increase the budget more quickly and get more consistent results, by prioritising ad spend on content that generates a higher ROAS.

Stories



Feeds



Our Marketing Strategy generates sustainable growth

Generating manageable, long-term growth for sustainable brands is what we do best.

While increasing sales are great, it's important to achieve this growth in a sustainable way, allowing your business to flourish, rather than become overwhelmed.

Each business is different and our working methods reflect that.



Why sustainable brands?

Our experience working with sustainable brands, such as The Colombia Collective, has shown us that consumers trends are shifting.

Shoppers are looking for products that reflect the world of today and that have a positive impact on the environment.

We believe that it is our role as marketers to help promote this kind of sustainable consumption and allow brands that follow these principles to grow.

Our mission is to, bit by bit, change the world of retail into one that is sustainable and fair for everyone who works within it.

Agree with us?

LET'S CHAT

