

Affliction uses Wishpond's Landing Pages and Referral Promotions to Create a Complete Social Media Sales Funnel

Campaign led to a doubling in Twitter followers and over 7,000 new leads.

The Business

Affliction Clothing started in California in 2005 and has since grown to a more than **\$100 million/year** business. The company has its roots in the mixed-martial-arts community, but has grown to represent and appeal to many different, but equally badass, demographics.

The Strategy

To combat low social media reach and develop a growing email list, Affliction based their marketing strategy around a complete social media sales funnel that brought customers in via social media, engaged them with unique blog content posted to the social channels, captured their email via a social media contest and added them to an email list that messages sales and lifestyle content on a daily basis.

The Reasoning

A visual brand promoting fashionable clothing to a niche market, combining social media with merchandise-based promotions was the ideal strategy for Affliction's brand success. Rather than promote, immediately, with paid advertising, Affliction chose an inbound marketing technique to drive dedicated Fans to their email-gated contests. It paid off for them in a big way.

The Result

Within the first 12 months of working Wishpond Campaigns into their social media strategy, Affliction had seen their Twitter following **almost double**. Having the ability to collect emails (over **7,600** of them) while engaging our followers helped them to keep their email list consistently growing.

LIFE OF A ROCKSTAR GIVEAWAY CONTEST

WIN THIS PRIZE PACK FROM GEORGES ST-PIERRE!

Enter to win the **ULTIMATE GSP PRIZE PACK!**

Here's how:

1. Enter your email address.
2. Share the special link given with your friends on Facebook, Twitter, Instagram, Tumblr or even via email.

Once at least one of your friends signs up you will be entered to win. It's that easy!

3110 people have entered

Powered by Wishpond

QUICK FACTS:

Industry

Online Retail

About

Affliction clothing has been delivering quality clothing since 2005, targeting primarily the MMA market but also tackling general fashion.

Goal

To create a complete social media sales funnel from content to contests to lead generation.

Results

More than 7,600 new leads in a 12 month period as well as a doubling in Twitter followers.

“By utilizing landing pages and embedding contests within our blog posts, we have been able to advertise products subtly while still engaging our fans.”

- Nick Honard,
SOCIAL MEDIA AT AFFLICTION

Takeaways

Combining the size and reach of social media with optimized landing pages and prizes that engage with your target audience is a recipe for success. Affliction's use of cool merch and solid visuals, alongside quality blog content and dedication to social media drove serious success with a **fantastic ROI**.