

CANVAS CREATURES

www.canvascreatures.com

From £5k per month in revenue to £35,825 per month - 566% increase on the previous month with an ad spend of £9k.

Find out how we are continuing to drive sales for this customised pet portrait company and delivering an excellent return on investment....

Canvas Creatures is on a mission to decorate living room walls with the most wonderful pet portraits. They chose Pink Leopard because we fully understood what they were looking to achieve - fast growth and significant ROI - we haven't disappointed.

The Client - Canvas Creatures

Canvas Creatures is a boutique UK based pet portrait company. They are passionate about being able to show off their pets in everyday life and want everyone to be able to do the same.

Whether that's on your wall at home, as a wrapped canvas, a fine art print or using your custom tote bag to carry your bits and bobs or walking through town in a custom t-shirt.... It's all about the most important thing in your life being on show... YOUR PET!

Their artistic background coupled with a genuine love for pets has allowed them to turn their passion into a business.



The Goal - To drive online sales and deliver an excellent return on investment.

The Plan - Canvas Creatures is a fantastic business that has benefited massively from advertising on Facebook & Instagram.

They had not invested in any type of marketing before engaging with the team at Pink Leopard 2 years ago, but understood the power of social media and wanted to harness the platform as a key vehicle for their growth.

There are A LOT of Pet Products being advertised on social media so with such an incredibly competitive market to deal with we must keep the ads, copy and creatives fresh along with testing different audiences so that the ads are spotted at the right time and by the right people.

Pink Leopard's Production Team analyse the account on a daily basis to ensure we are delivering the best possible results. Allocating a number of hours or days monthly simply won't cut it... especially at Christmas - their busiest time of the year!

The Strategy

Although we saw other similar companies running ads to the US, our strategy was to start in the UK with the test budget so we could carry out proper testing there first and then expand to the US. Also, the website was optimised mainly for the UK so this made sense. It was not ready for a US audience yet due to various factors.

Although we had identified many different personas who we felt would be the ideal customer, our strategy was to start off with their core audience first and expand from there. We would first test out the results then scale quickly.

Our top of funnel was based around driving cold traffic and testing new internet-based audiences as we did not have any custom data to use with it being a new company but would focus on generating this quickly with videos and then creating lookalike audiences from people who watched over 75% of the video. Then, once we had website visitors, add to carts and purchases, we could start to build even stronger custom based audiences. We used a multi-touch strategy to take prospects on a journey until they become paying customers.



Our middle of funnel strategy was to educate the customer on the brand, and inject some personality into the ads and showcase the creators of the company as this resonates well with people. These adverts were used to target anyone who had engaged with our top of funnel ads in some way, shape or form within 30 days to keep them engaged with the brand and educate prospects further.

The bottom of funnel strategy was to target anyone who viewed content or added to cart in a set period of time and provide a 10% discount as a sweetener to come back and purchase. We also added in copy around handling certain objections here too to prevent any doubt in the buyer's mind.

We also helped them work on their site to identify drop-offs/blocks for prospects turning into customers. At face value their site looked great, but it's not until there is quality traffic running to the site can we identify any issues or areas for improvement.

The Ads

Here are two samples of the ads we used that have been our best performers.

We've tested out a huge amount of different copy with different images, video and carousels over the last 2 years so really know what works for this brand. We have a strong focus on humanising the brand and using user-generated content throughout all of the ads and also their organic social media marketing. We work with the business to create ideas to ensure there is a strategy in place to ensure they are regularly getting this imagery from their customers as it's vital for what we do and helping to grow their sales. Not just for FB/Instagram ads but for their email marketing strategy too.



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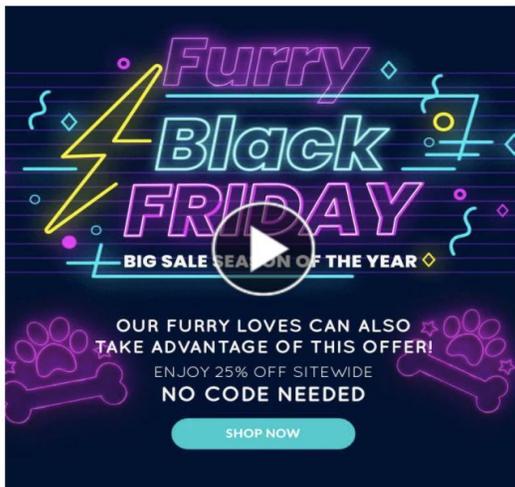
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👍 Lisa Avvio and 2 others

2 Comments



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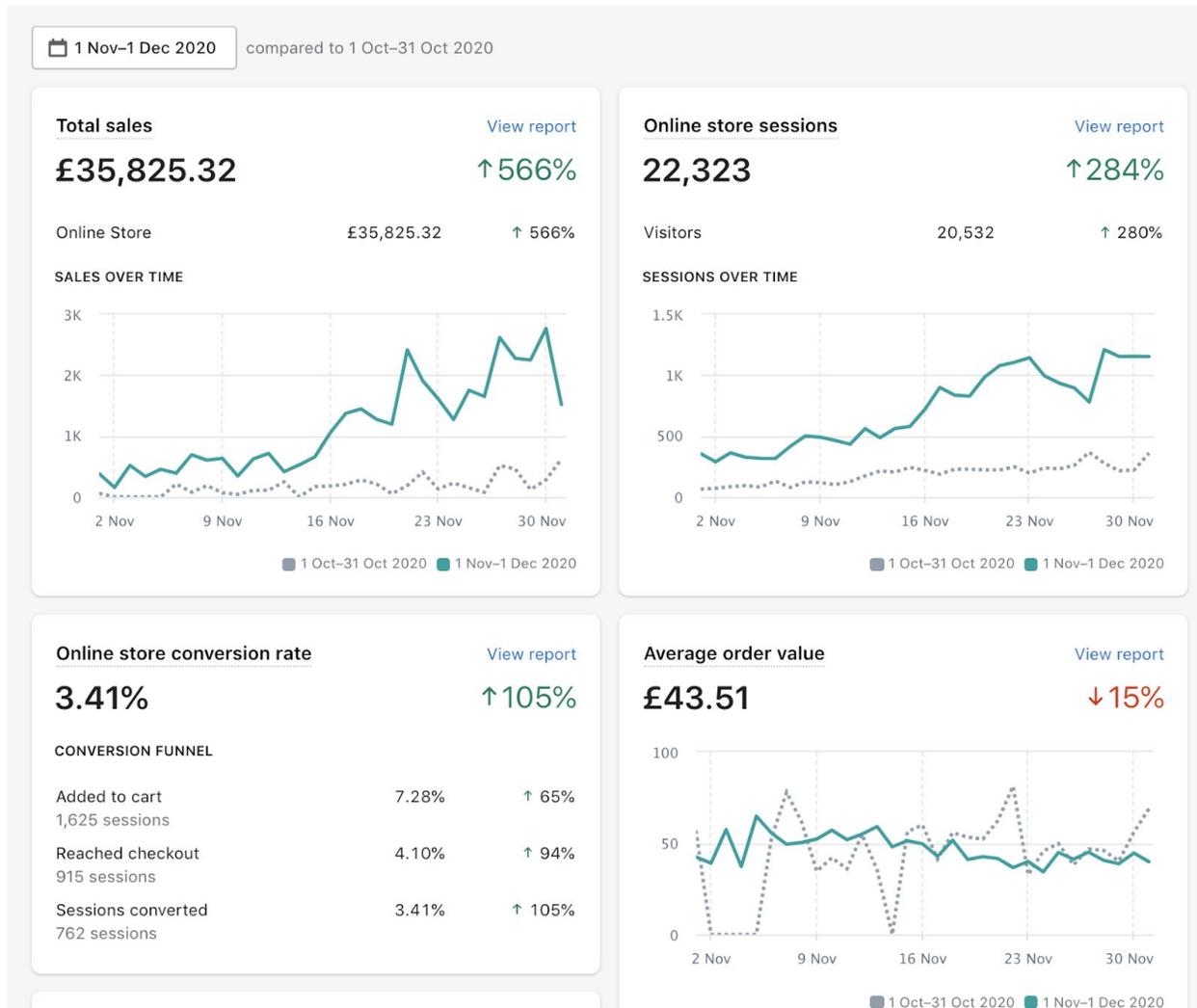


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The Results over the last 30 day period:



Dates - 1st November - 1st December.

Ad Spend - £9,002

Purchase Conversion Value - £35,825.32

ROAS - 3.97 X

What Marc Baldrey, Owner of Canvas Creatures has to say about Pink Leopard...



Marc Baldrey  recommends **Pink Leopard**.

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Over the last couple of years Pink Leopard have really helped to grow our e-commerce business, Canvas Creatures, and rapidly scale up. From starting out as a completely new business and new to the ecom world, last year they helped us achieve just shy of £100k in sales over the Q4 period and this Q4 we're on track to scale this even further and generate higher profits due to other elements they have helped us implement since working together.

We've often been nervous to scale budgets but the Pink Leopard team have helped us identify the exact numbers we need to hit in order to be profitable and therefore we can make solid decisions around increasing budgets and knowing what our return on ad spend needs to be.

Not only have we seen amazing results, but they're also a really friendly team to work with who consistently go over and above for us, even after 2 years of working together.