



# Attention Grabbing Media CASE STUDY

- NATIONAL E-COMMERCE BRAND -  
GREEN STRAW LLC - OUR FRIENDLY FOREST




*Working with Manuel and his team at AGM has taught me that there is no such thing as “Enough” when it comes to creating, capturing and cultivating new Leads. They create a blizzard of attention-grabbing ads and campaigns that perfectly capture the “personality” of my brand, and that result in literally tens of thousands of interested prospects who want my products.*

*These guys are a ruthless team of marketing mercenaries who kill my competition and deliver me the spoils of war. Love working with this first rate team.*

- Jay Khami

## CLIENT GOALS



Client was concerned that his business was 100% dependent on a 3rd party platform (Amazon) and wanted us to build something that he would have more control of. He wanted a high-converting website and to build a list of customers that he would own and drive enough revenue from to sustain his marketing from the start.

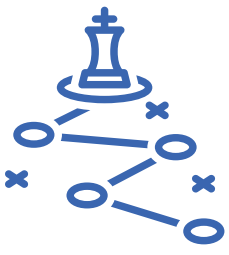
## ABOUT AGM

- Located in Clearwater, FL
- Preferred Facebook Agency Partner
- Certified Messenger Marketing Experts
- Facebook Blueprint Certified

## ABOUT THE BRAND

Our Friendly Forest sells a variety of novelty items including political toys, gag gifts, funny gift cards, and more. Before starting with AGM, they were 100% dependent on Amazon and their PPC platform, and had not tried anything outside of this marketing-wise.

## THE STRATEGY

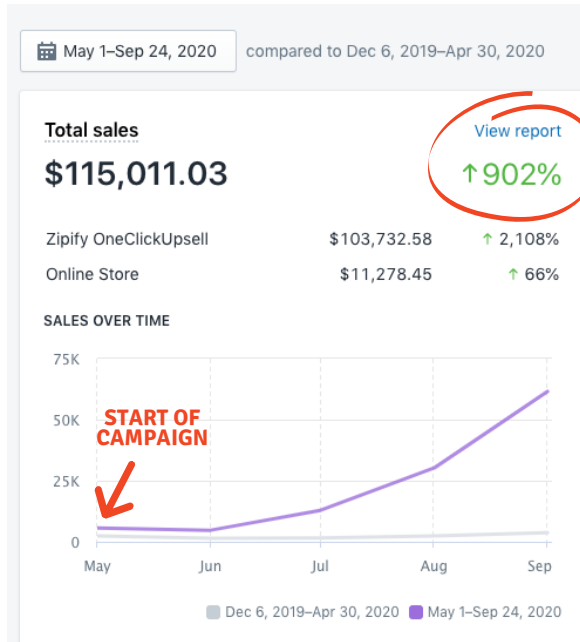


We developed a high-converting and branded Shopify store that captured leads and purchases. User-generated content was used to create ads that were highly engaging and looked very native. From there, SMS & email marketing campaigns were created to follow up and recover lost sales and cross-sell additional items to increase customer lifetime value.

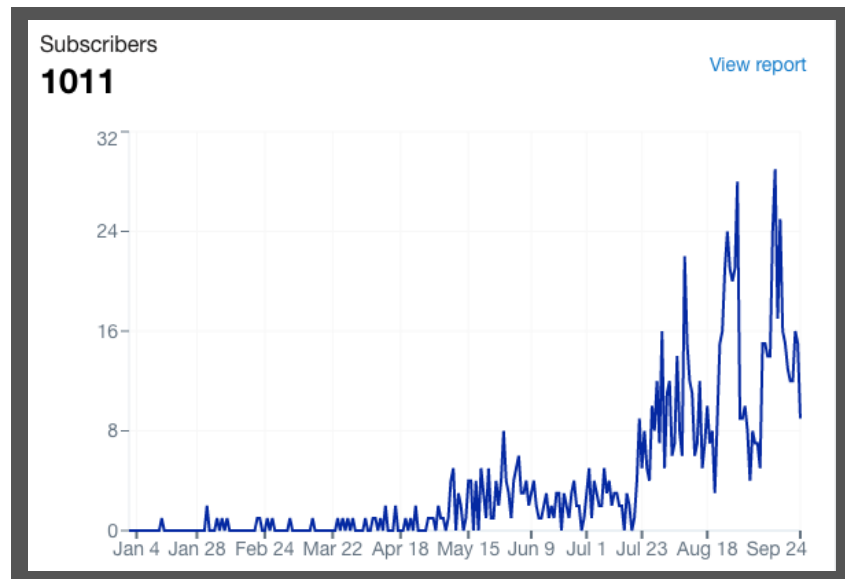
# SUMMARY OF RESULTS

- \$115K+ website sales generated (in 5 months)
- 6,000+ phone & email leads generated with a 50% conversion rate
- 902% increase sales from Shopify site alone
- 1,372% increase in customer base (outside of Amazon)

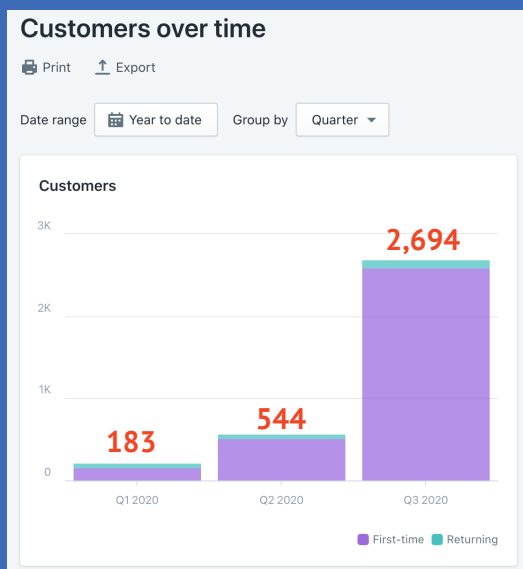
## Increase in Average Monthly Sales



## Phone Leads Generated



## Increase in Customer Base



## Additional Sales Generated from Upsells

