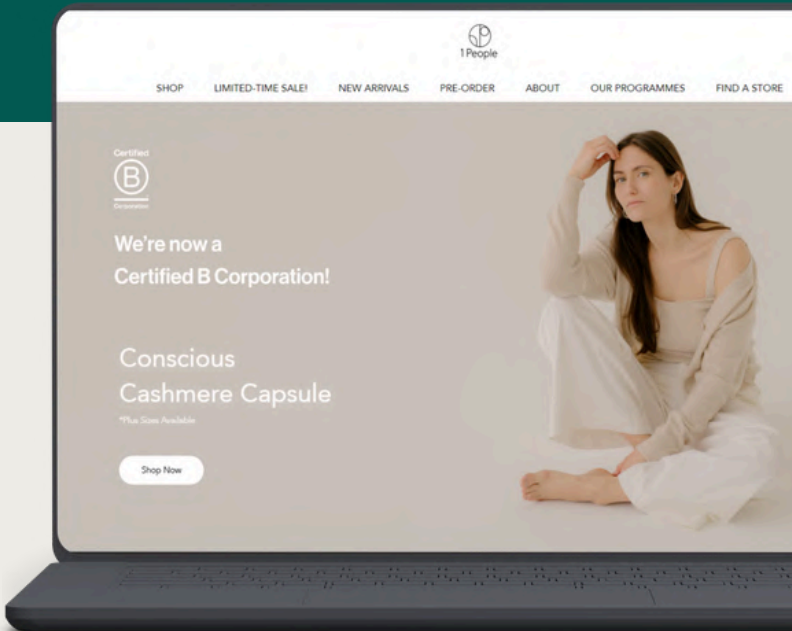


## Case Study:

# 1 People

How We **8x'ed** The Website Traffic In **One Month**



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# THE BEGINNING

Marketing can be a lonesome journey for green founders and sustainability brands. As a founder, you have enough problems! How do you get customers to trust you? How do you stand out in a market drowning in the greenwashed noise?

How do you market your values and ethics? How do you justify your premium prices to a market addicted to the quick, cheap, and easy.

To navigate this complicated market, green brands need partners that have their hands on the pulse of the eco-buyer.

Ecowiser helps green founders navigate these choppy waters by helping brands forge meaningful partnerships with their buyers.

When Danish brand 1 People approached Ecowiser with a pressing concern about boosting social visibility and brand awareness, we offered our full stack marketing services.

***The deal was struck, the campaign was delivered, and the results blew us all away.***

# THE PROBLEM

Despite the growing interest in sustainable products and practices, 1 People being a sustainable luxury fashion brand, 1 People had glaring issues with communicating complex information about sustainability in a clear and compelling way.

That's understandable. Ecowiser works with many green brands like 1 People, with visitors who may be unfamiliar with eco-friendly fashion or have scepticism about their promise towards sustainability. It takes time, capital, and consistent messaging effort to educate and build trust with your audience.

Encountered unique challenges when it came to engaging with their website visitors. Additionally, the brand also struggled with high bounce rates and a steep decline in conversion ratio. Balancing informative content with user-friendly design is essential for sustainability brands seeking to capture and retain the attention of their website visitors.

Lastly, 1 People faced the additional hurdle of a dead social presence, where their social media platforms lacked engagement. This made it difficult to drive traffic to their website.

**This was the long list of issues that *1 People* approached us with. We got straight to work. Here's how we designed their process:**

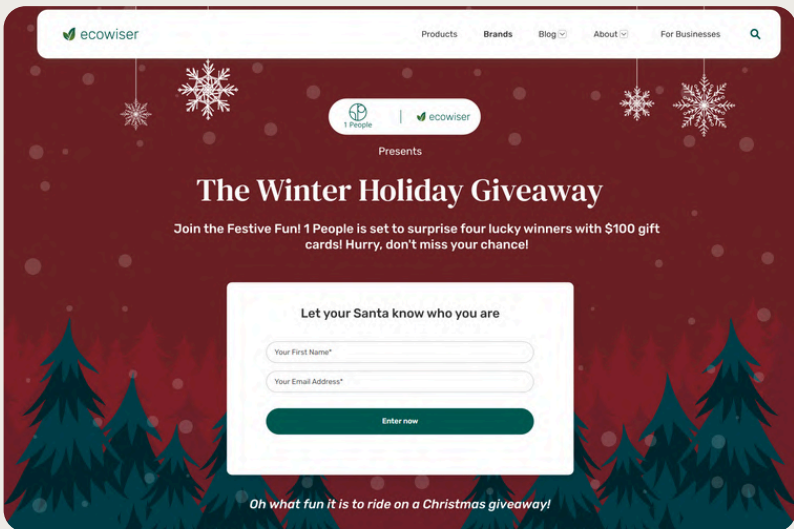
# THE PROCESS

Being a sustainable fashion brand, 1 People needed to connect with their audience, and convert visitors into buyers.

Most of their marketing was directed at the bottom of the funnel conversions. We flipped this script around, and presented them with a collaboration opportunity that highlighted their knowledge and commitment towards the ethical fashion movement.

We split our full-stack marketing campaign into seven distinct sections. Here's a breakdown:

## 1. WEBSITE LANDING PAGE

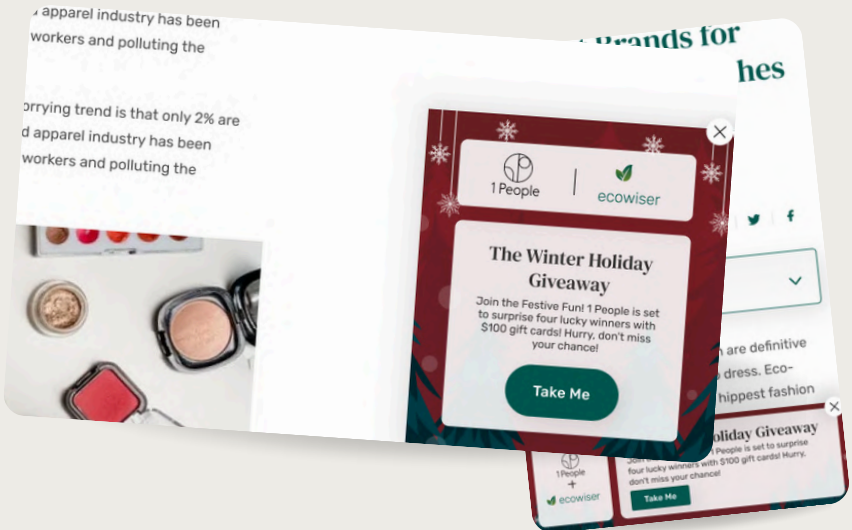


Let's start with the homepage, which we created from scratch. Our copy editors and designers came with a dedicated website landing page on Ecowiser for the giveaway campaign. Like all our collaborations, we went all in on creating this landing page, and nurturing every lead with a targeted messaging trail.

Ecowiser's marketers channel over a decade worth of collected insights into green buyers for every marketing campaign. With this landing page overhaul, our focus was simple: Presenting 1 People as a name that eco-conscious website visitors can trust.

We were also cautious about making sure that the messaging isn't being drowned in multiple pop ups. So, we kept the landing page pretty simple by highlighting the Giveaway/ marketing campaign, and 1 People's sustainability practices.

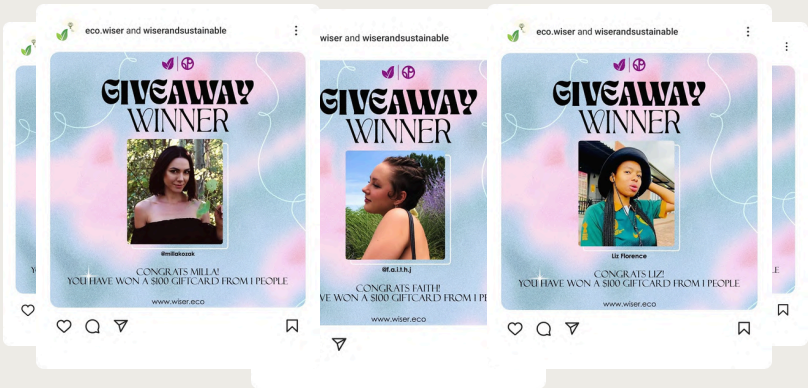
## 2. BLOG BANNERS



We came up with a very interactive blog banner for our website landing page that significantly boosted the brand's visibility and reach. Giving the blog space to the brand ensured that we have the right amount of eyeballs on 1 People for an extended period of time.

These banners weren't just eye candy; they were made to echo the brand's main product offerings, and show the key messaging related to sustainability practices behind the operations at 1 People.

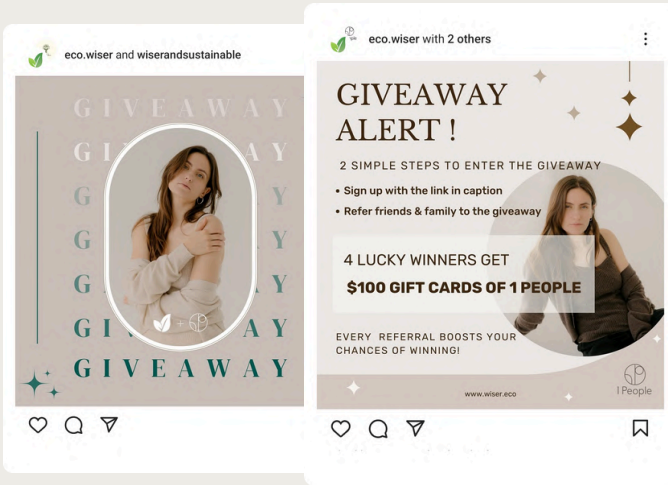
### 3. HOLIDAY GIVEAWAY



We capitalized on the holiday vibe of December. We brainstormed and executed a holiday giveaway campaign in partnership with four eco-influencers.

The giveaway concluded with four prize winners, each receiving a \$100 gift voucher. Every new signee received a 10% discount at 1 People's checkout counter.

## 4. SOCIAL MEDIA POSTS



### Platforms:

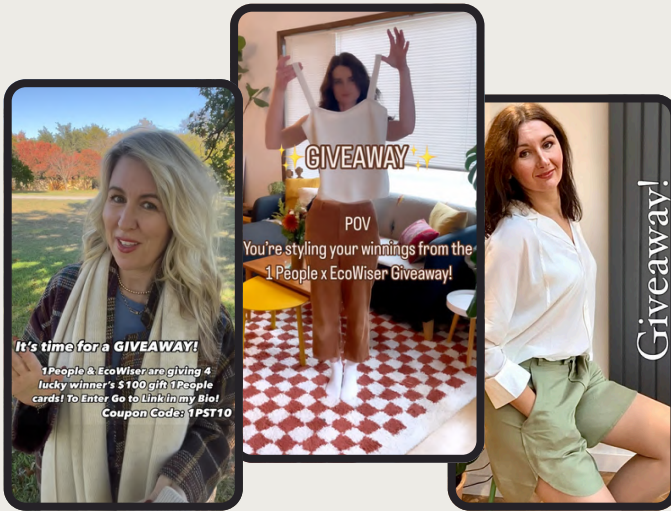
Instagram, Facebook, Tiktok, Slack groups, LinkedIn, Threads, Pinterest & Web stories.

We rolled out a 360-degree social media content strategy, and churned out engaging and relevant posts to connect with this fashion brand's audience across social media platforms.

We made visuals, whipped up engaging captions, and rode the wave of holiday hashtags and trends. Our goal was simple: to broaden reach, drive traffic to 1 People's website, and present the brand as a trusted ethical fashion outlet to its readers.



## 5. PAID & BARTER INFLUENCER COLLABORATION



We struck out strategic partnerships with four eco-influencers to amplify the brand's message and reach new audiences.

Once we locked those deals, EcoWiser tapped into its over-a-decade worth of influencer directory and entered into barter deals with 3 more influencers. In total, 1 People's brand was boosted by seven influencers over a very crowded holiday season.

And that wasn't all. From scouting the perfect fit to negotiating terms, we coordinated content creation, and tracked performance metrics until the campaign was delivered.

## 6. EMAIL MARKETING

We sent 2000 cold emails targeted at the US market. Our email campaign didn't just catch attention; it soared with a remarkable open rate of over 45%. But we didn't stop there. We fine-tuned each email with visually appealing templates, smart segmentation, and personalized content.

Apart from targeted copy and offers, we also instituted rigorous A/B testing to ensure that every email hit the inbox with impact, aiming not just to nurture leads and drive conversions but also to foster lasting relationships with the brand's audience.

## 7. LINK MONITORING

Most marketing platforms just send and forget. Not Ecowiser. We implemented a cutting-edge link monitoring system that allowed us to stay in tune with the heartbeat of our campaign. This sleek system kept meticulous tabs on everything from website traffic and referral sources to conversion rates, and provided us with stats in real time.

But we didn't stop at just monitoring. Real-time analysis became our cue to shift gears. We saw that we were getting a good number of clicks but people were not completing the sign-ups. We then worked on the user experience and made changes to the sign-up page, to make the process smoother for the customer.

We shared the number of clicks received through influencer posts with the influencers and asked them to timely share the post in their stories, to get more clicks and views.

We also introduced a new incentive for the influencers: the one who gets us the maximum sign ups, would get an additional \$200 voucher from the brand.

With this data-driven approach, we were able to make these tweaks that were needed and optimize our strategies on the fly. This relentless pursuit of optimization wasn't just about incremental gains; it was about squeezing every last drop of ROI across all channels, and ensuring that every dollar was working as hard as possible for 1 People.

# THE PROGRESS



We take pride in our efforts, and the results are undeniable. Within a fortnight, we witnessed an 8x increase in website traffic compared to previous months.

This surge in traffic wasn't just a fleeting spike; it represented a tangible boost in visibility and engagement for the brand.

Our efforts yielded significant results on the conversion front as well.

Through our partnership with 1 People, we addressed the repeated and unique hurdles faced by sustainable brands. From revamping the website landing page to executing targeted email campaigns and leveraging influencer collaborations, each aspect of the campaign contributed to enhanced brand visibility, engagement, and conversions.

# HAPPY ENDING

**“Ecowiser’s commitment to sustainability and environmental consciousness resonates closely with our core values at 1 People, making the partnership a natural fit. Ecowiser’s professionalism and innovative approach contributed significantly to the success of our joint initiative, fostering a positive impact and engaging our community effectively.”**



**Molay Ghosh**

Chief Operating Officer, 1People



# Think we can help you too? Let's talk!

Finding yourself trapped in this unpredictable market? We can help. If you match 1 People's struggles, you can also match our results with an exclusive PR and organic growth partnership with Ecowiser. Whether it's communicating the brand's values, facing challenges with website traffic and conversions, or seeking innovative strategies to stand out in a crowded market, we're here to help.

Our efforts are backed by over a decade of experience, and our initiatives are rooted in the sincerity of connecting businesses that matter with customers who care.

Contact us at

**[partnerships@wiser.eco](mailto:partnerships@wiser.eco)**

OR

**[Book a call](#)**



We're here to support your sustainable journey

[Website](#) | [Linkedin](#)

