

Leveraging Competitions and Content to Deliver a Full Service Solution and a 671% ROI

Our Client

US based Comfy Sacks manufacture fully customizable high quality bean bags. The firm offers a greater range of bean bag furniture than any of their competitors, and at highly competitive prices.

comfy sacks



The Challenge

Our client was already doing very well with their online sales, generating \$00k each month and getting great feedback, repeat custom and developing a strong brand reputation. They were also hungry for success and want to hit the \$1m mark within the next 12 months.

Although the marketing team at Comfy Sacks has enjoyed some success, after all they were selling a large volume of product, the strategy they were using to achieve the \$200k plus was not achieving the growth that the firm wanted to achieve within the timescale they were hoping for.

They were impressed with our track record of success and agreed that they needed our input to achieve their objectives quickly, effectively and with impact. We were confident we could exceed the targets that the client had set for the business.

Our Solution

We provided our usual full-service support for the business, providing a full search engine marketing and search engine optimization campaign. Strategies we deployed for Comfy Sacks focused on article marketing, social media marketing, pay per click (PPC), and sales and revenue generation strategies to create link building back to the website.

In addition we identified an opportunity to create social media contests and giveaways which delivered incredible results - not just because they attracted hundreds of entries - but also because they subsequently drove people to the website after hearing about the contests.



“Knowledge is not something every company possess even though they may advertise it. The guys at Avenue80 are the most knowledgeable group of guys I know, and the most talented group we’ve ever worked with. Not only did they help us jump start revenue generation, but they also gave our brand a shot in the arm that continues to last to date”.

Director, Comfy Sacks

About Us

Avenue180 is an industry leader in digital marketing and interactive design. Our company was founded on the philosophy that great people create great digital marketing campaigns and we attract the best and brightest people in the industry through our reputation for delivering work of the highest quality. We deliver the kind of results that will take your company to the next level and beyond.

Our team of marketing specialist have years of experience in creating effective digital marketing plans and media solutions. Along with that experience is a passion for developing the very best campaigns for our clients. Teamwork is one of the keys to our success. Our work environment allows us to easily interact with each other and share new ideas and cutting-edge concepts.

Marketing Investment

\$52k

PPC Revenue

\$414k

Return on Investment

\$362k

Return on Investment

671%

Total Revenue

\$1.2m

Revenue Increase

55%