



THINK BIG

SUCCESS STORY: SANTA FE SPIRITS



Big Thirst Increases Black Friday Sales for Santa Fe Spirits by 302.5%

OBJECTIVE

Boost online holiday sales with special promotions of gift sets and discounted shipping.

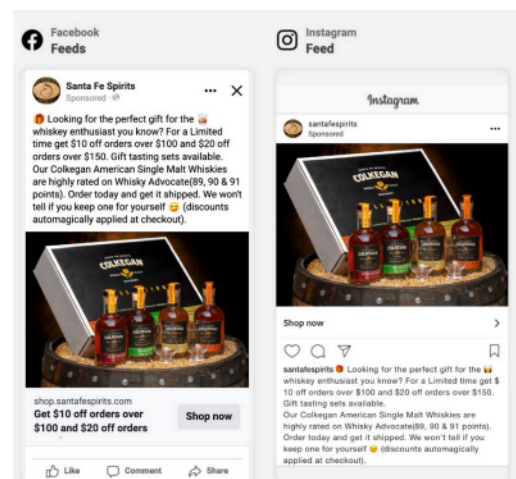
The core objectives included:

- Introduce a new holiday gift set for online sales.
- Increase online sales month-over-month, and over previous OND online sales.

SOLUTION

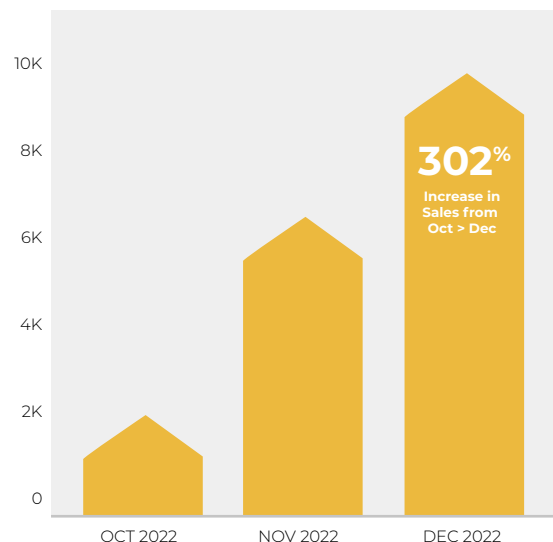
Santa Fe Spirits Black Friday Sales Blitz

- **Black Friday and Cyber Monday e-commerce campaigns:** combined strategic planning, digital execution, and influencer engagement.
- **Product Expansion & Promotional Offers:** Added holiday gift sets and implemented exclusive discount codes.
- **Holiday Landing Page:** Designed a dedicated holiday shopping page featuring gift sets and limited-time offers to streamline the customer journey.
- **Email Marketing Strategy:** Prepared campaign messaging to drive traffic and conversions throughout the sales period.
- **Digital Advertising Campaign:** Developed and managed paid ad placements running from mid-November through December to maximize reach and retarget engaged audiences.
- **Influencer Collaborations:** Partnered with influencers to organically amplify holiday offerings and generate buzz among important audiences.



RESULTS

Sales increase from Oct to Dec: 302.5% and overall 64.5% increase in sales year-over-year .



METEORIC INCREASES IN SALES FROM OCT > DEC