



Emily Spicklemire | SOCIAL MEDIA MANAGER | 2015-2017

Founded in 2011, Chicago-based Blitsy is a discount-focused ecommerce company specializing in craft supplies.

Responsible for the management of all social channels including copywriting, content calendaring, and growing Blitsy's online communities, I used social insights & Google Analytics to make intentional, data-driven decisions supporting an internal content team.

IMPROVING Video WITH DATA

In summer 2016 the style of Blitsy's quick social videos was changing frequently. In order to determine what was most successful, from both a social & ecommerce perspective, I broke down the video attributes (beginning shot, supply list vs. no supply list, what the post linked to, etc.) and found 12 video "types."

Using information from Facebook insights & Google Analytics I tracked information for each video (views, completion percentage, clicks to site, conversions, etc.) and averaged together the videos of each type to find the overall most successful. Using this information, I was able to guide our in-house content team to create the most effective videos.



TRANSFORMING Instagram



Before



After

IMPLEMENTED VISUAL STANDARDS TO REFLECT COLORFUL & CREATIVE BRAND

GUIDED INTERNAL TEAM TO CREATE CONTENT IN ALIGNMENT WITH THE BLITSY BRAND

ORGANICALLY GREW FOLLOWERS 400% IN ONE YEAR WITH REGULAR POSTING & TARGETED HASHTAGS

GENERATED REVENUE FROM CHANNEL FOR THE FIRST TIME IN COMPANY HISTORY

LEVERAGING Viral SUCCESS

I knew we could feature Blitsy items in a simple live Facebook video to grab attention & attract new customers. Zenbroidery was perfect: soothing, interesting, and attainable. Combining coloring & embroidery, it was an under-the-radar product I knew would capture viewers and have them eager to try after seeing it in action.

With a single overhead shot & some soothing music, I set a Blitsy crafter to work. Viewers hopped onto the broadcast and stayed steady through the nearly 40-minute video, reaching into the thousands and becoming Blitsy's most successful live effort.

Zenbroidery sales spiked dramatically over the 48 hours after the video, with the most popular patterns selling out almost immediately. Organically capturing such a large, interested audience allowed us to increase our ROAS when re-targeting them with paid advertising at a later date.

