

Digital Strategy & Social Commerce Becomes a Mane-Stay for Horse Facility Tack Shop

Looking to improve both foot & web traffic as well as increase overall sales DGTAgency's consult & tool provided an all-encompassing digital strategy.

For more than fourteen years the Texas Hill Country horse facility hosts a 35-stall barn, which includes, a climate-controlled tack room, five grooming areas, two wash racks with hot water, a kitchen, and a 1500 sq. ft. tack shop stocked with the best and highest quality riding gear and apparel. Adjacent to the barn are roomy paddocks, three lighted arenas (hunter, jumper and dressage) and a round pen.

CHALLENGES

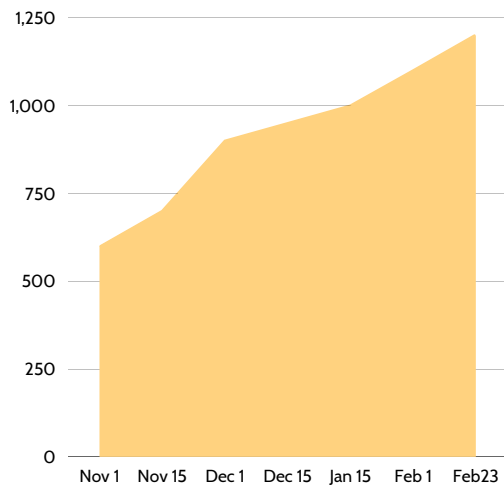
- Without a marketing or digital team the need for an easy and user-friendly online strategy to build brand awareness and deliver a quality customer journey to improve both in-person and digital revenue was necessary.

OBJECTIVES

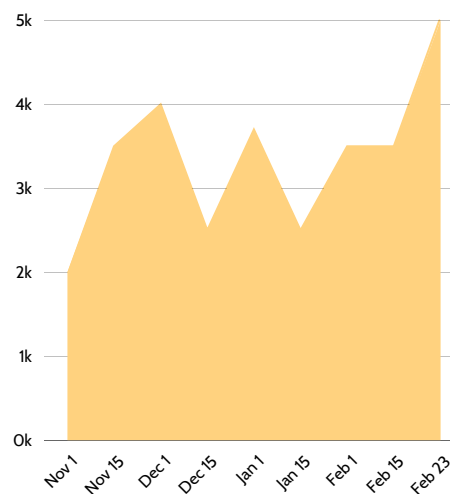
- Create a unified single-branded online community to grow the brands digital presence through online engagement, content development, and a seamless e-commerce experience.
- Use one overarching tool to implement a unified digital strategy for social media and social commerce.

SOLUTION With DGT Agency and DGTsuite's proprietary SaaS platform provided a streamlined process to manage content, engagement and development of a landing page to convert high quality leads from social into new and current customers.

FACEBOOK TOTAL FOLLOWERS



INSTAGRAM TOTAL FOLLOWERS



1,896 ENGAGED USERS | 1,151 PAGE LIKES | 81.6K IMPRESSIONS | 799 TOTAL CLICKS

53 PHOTOS POSTED | 2,749 LIKES | 1,945 TOTAL FOLLOWERS



According to eMarketer in 2022, US social commerce sales are expected to reach \$45.74 b, with more than a half of the country making a purchase on social media.

"We knew we had customers by the growth of our social audience. But being out in the Texas Hill Country in a barn hindered our foot traffic. DGTAgency's entire strategy from digital marketing to social media to social commerce improved our tack store sales and the facility's revenue."

-HORSE TRAINER & BARN OWNER

BUSINESS IMPACT

118% INCREASE IN WEB CLICKS

62.8K TOTAL POST IMPRESSIONS

243% INCREASE IN ENGAGED USERS

2X INCREASE IN BLACK FRIDAY E-COMM PERFORMANCE

4X INCREASE IN FOOTFALL

670+ NEW FOLLOWERS

RESULTS IN FIRST 90 DAYS