

# CANSPANBMG

## CASE STUDY



### Services Provided

- Influencer Marketing
- Media Relations
- Paid Social
- Paid Search/Shopping
- Community Management
- Content Development
- Calendar Planning

Google  YouTube  
Instagram  facebook.



## THE STORY

Iscream is a tween lifestyle brand that develops fun, fashion-forward items that kids of all ages can call their own. With an extensive product line, including pillows, bags, sleeping bags, stationery, apparel, lights and accessories, Iscream's creative designs, patterns, and graphics make everyday products stand out. Iscream tasked CanspanBMG with overall brand building and driving traffic to its e-commerce site.

## CHALLENGE

Canspan was tasked with driving brand awareness of Iscream as a whole and increase e-commerce sales of its products in the North American market.

## STRATEGY

In efforts to increase brand awareness and e-commerce sales, Canspan implemented an integrated strategy utilizing both earned and paid tactics. For earned tactics, a combination of an earned influencer campaign, gift guide placement programs and engaging community management and content on social channels were used to bring attention to the key lines and products during peak buying seasons.

On the paid side, a combination of Paid Search & Shopping campaigns were run on Google, targeting consumers searching for related products. Paid Social campaigns were also run using a wide range of targeting methods and creative assets to increase followers of Iscream's social channels, and increase engagement. Website remarketing tactics were also used on social channels to drive e-commerce sales.

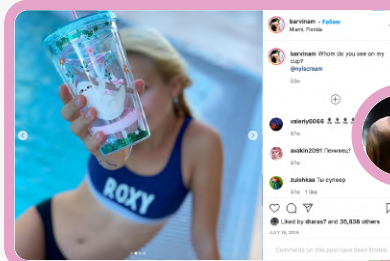
### Key Influencer Pickups

Instagram

**@Henley.alexia**  
57.4k followers



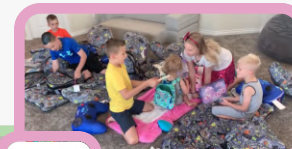
**@barvinam**  
1.3m followers



**@stylish.kayla**  
36.2k followers



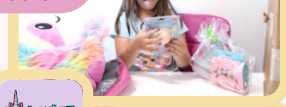
 YouTube



**Family Fun Pack**  
9.26M subscribers



**Maggie and Shanti**  
2.2M subscribers



**Carlaylee HD**  
1.51M subscribers





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### Results & Key Metrics

#### DIGITAL

After taking over Paid Search & Shopping campaigns and revamping the advertising strategy, a **277% increase in year-over-year revenue from Google Ads** was achieved. Ad spend was also spent more efficiently, with a 3x increase in return on ad spend compared to the previous year.

#### SOCIAL

Canspan put in place a social media management hub that streamlined the post creation process and simplified the content approval process. After taking over community management responsibilities, a huge increase in YoY social media performance was achieved.

##### facebook

**+747%**

Followers

**+1974%**

Impressions

**+363%**

Engagements

##### Instagram

**+81%**

Followers

**+437%**

Impressions

**+109%**

Engagements

#### PR

**252,301,868**

Overall Impressions

**207**

Stories

Iscream product line was very well received by traditional media and influencers. Priority products were featured in numerous gift guides including Popsugar, Parenting.com and Good Housekeeping, accounting for over 135 million impressions. The influencer program led to over 175 posts across YouTube, Instagram and TikTok with most influencers posting multiple times.

#### PAID MEDIA

##### Google Ads

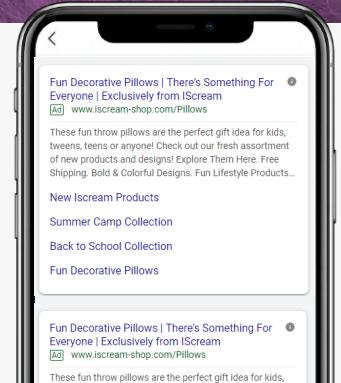
Paid Search & Shopping

**3 Million**

Brand Impressions

**500% +**

ROAS



##### facebook & Instagram

**1 Million+**

Brand Impressions

**75,000+**

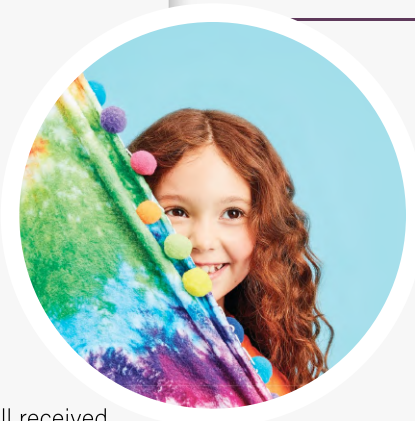
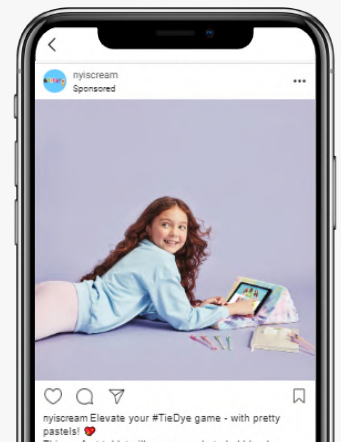
Social Engagements

**462%**

ROAS

**10,000+**

New Facebook page followers



#### Key Press Pickups

POPSUGAR.

Good Housekeeping

Newsday

parenting

“Our social media presence has grown exponentially from the creative and marketing expertise Canspan has flawlessly executed during our partnership.”

**JENNIFER MINES KAMEN**

Vice President at Iscream  
(a Division of the Mines Press Inc.)