

CASE STUDY

The Network Effect

How a Small Startup Leveraged DojoMojo to Grow Their Audience

www.dojomojo.ninja

About reBloom

reBloom is an all-natural sleep drink designed to bring about a restful night's sleep. Created to help people get more sleep without any of the negative side-effects associated with prescription sleeping pills, reBloom has been clinically shown to help people fall asleep faster and wake up feeling more refreshed.

What makes reBloom different is that it is made with all- natural ingredients like Valerian, Lavender, Chamomile, and L- Theanine, which all act to calm the body and ease it into sleep. reBloom is sold online as a subscription product and can be purchased in different quantities on their own site and on Amazon.



The Challenge

Join Campaigns with Larger Partners

As a smaller company that lacked a large distribution list, reBloom struggled to find partners for giveaway campaigns. They attempted cold reach-outs, but without widespread brand awareness, they failed to attract the sort of partners who would help them really grow their list. Often they found that larger brands wouldn't work with them due to their email list size, since they wouldn't have been able to drive very many opt-ins. As a brand that relies on email marketing to drive transactions, reBloom needed to figure out how to build their list in order to increase revenue.




The Solution


The Partner Network

reBloom was able to leverage the DojoMojo Partner Network to find brands that they were aligned with in terms of industry and target audience. They were able to use the filter function to find brands with list sizes closer to their own, enabling them to hold giveaways and start acquiring emails. Not only were they able to acquire emails, but the Brand Search feature ensured that those emails were from compatible brands and thus more likely to lead to conversions.


The power of hosting also allowed reBloom to work with larger brands. By shouldering the responsibility of planning the details of giveaway campaigns, details like finding partners, securing prizes, and designing creative, reBloom was able to work with larger partners, since those larger brands were guaranteed an easy way to acquire emails, without any work on their part. Another facet of hosting that enabled reBloom to work with larger brands were the Custom CTA and Social Sharing features. Since hosts are allowed to share access to those powerful features, reBloom could offer them as a carrot to entice larger brands to join their giveaway, thus ensuring reBloom would receive a much higher number of email opt-ins per campaign.


Gaming Media & Publishing




Crush 


List Size	100K
Avg Entries	2,962
Total Social Audience	13.6K


 Fashion & Style Media & Publishing




Wanderfull 


List Size	112K
Avg Entries	4,120
Total Social Audience	28.4K


 eCommerce Media & Publishing
Travel & Transportation




Win a Trip for Two to Bangkok!


SEP 31	Min. List Size	10K	
	Est. Entries	4,659	
	Min. Entries Required	1,500	

 Travel & Transportation



Urban Adventure in Tokyo

SEP 10	Min. List Size	10K	
	Est. Entries	4,659	
	Min. Entries Required	1,500	

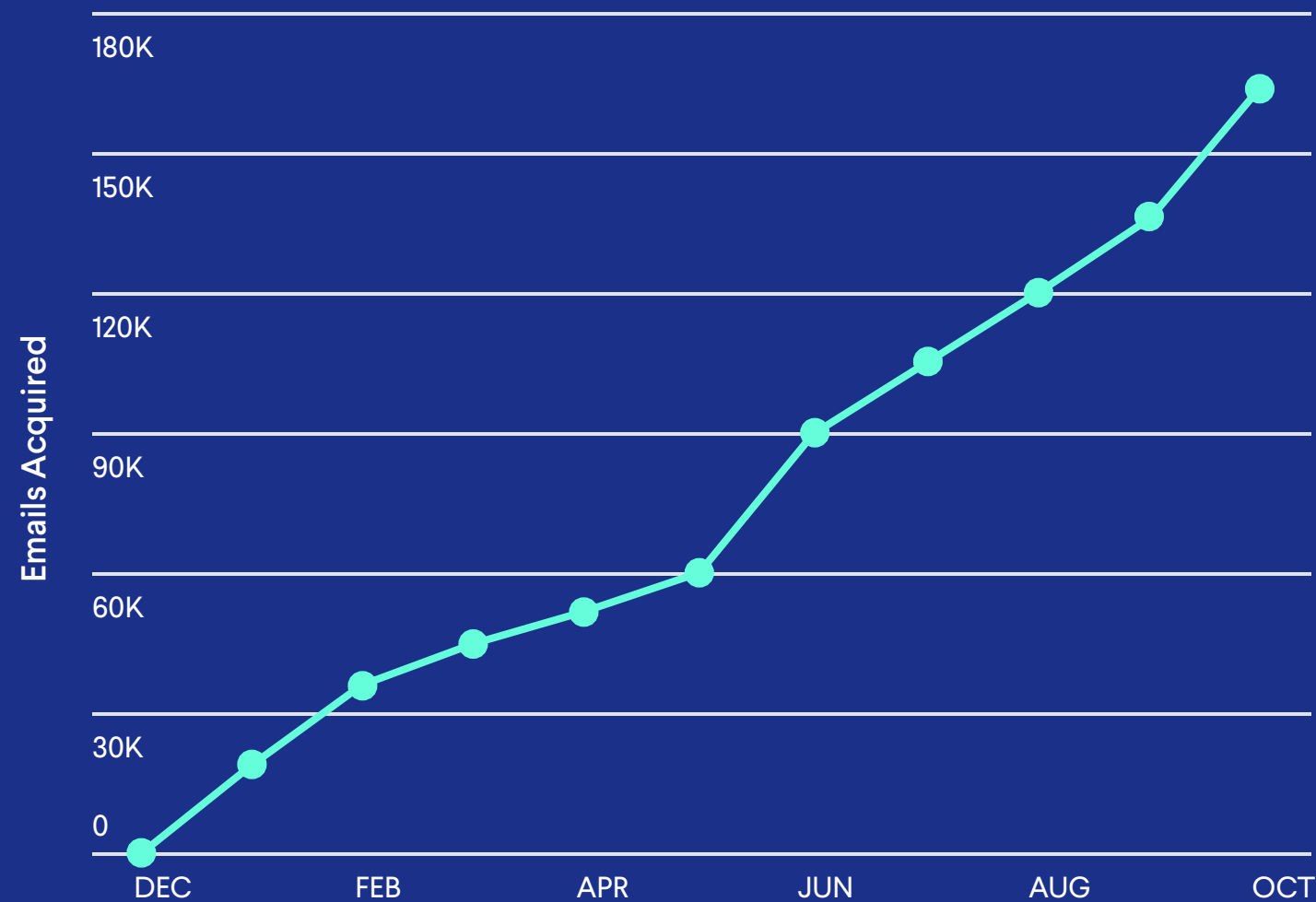
 Travel & Transportation



reBloom Newsletter Growth

150K +
emails acquired

2,500%
list growth



The Results

A 2,500% Increase

Using the aforementioned strategies, reBloom was able to grow their list from 6,231 in December 2015 to over 161,000 currently. Even more impressively, they used giveaway campaigns to grow their revenue to a level seven and a half times as high as it was when they started using DojoMojo. This almost 2,500% increase in their email list came because reBloom committed themselves to bringing value to each giveaway campaign they were in, even when they weren't driving thousands of entries. By becoming knowledgeable about giveaways and how to expertly host campaigns, reBloom was able to use DojoMojo to rapidly grow their email list size and as a result, experience marked business success.



Ready to Grow?

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