

How I **increased sales 33%** with a diversified marketing strategy for Wildcat Bubble Tea

Allison W Marketing





Wildcat Bubble Tea

Wildcat Bubble Tea is a locally owned boba shop in El Dorado, Arkansas, specializing in traditional bubble milk tea and Vietnamese snacks.

My Role

At Wildcat Bubble Tea, I was responsible for developing and executing social media content, campaigns, and content strategies. In addition to managing digital outreach, I designed promotional flyers and created targeted email marketing campaigns. Over a five-month period, I conducted performance analysis and identified a direct positive correlation—approximately a 33% increase in sales—linked to strategic social media posting.

Challenges and Objectives

Challenges

- Low brand awareness
- Limited visibility in the local market
- Insufficient sales growth

Objectives

- Strengthen Awareness and Visibiliy
- Increase engagement across social media platforms.
- Drive measurable growth in sales through digital marketing.

Strategy and Execution

Paid Social Media Strategy

SMART Goal

- Implement a targeted paid social media advertising strategy to increase overall reach and follower count by 10% across platforms by the end of November.

Key Performance Indicators (KPIs)

- Engagement Metrics: Click-through rates, post interactions, and ad engagement levels.
- Earned Media Volume: Number of organic shares, mentions, and user-generated content resulting from paid campaign exposure.

Strategy and Execution

Organic Social Media Strategy

Goal

- Develop and publish high-quality, engaging content for Facebook and Instagram with the objective of doubling engagement by the end of November.

Key Performance Indicators (KPIs)

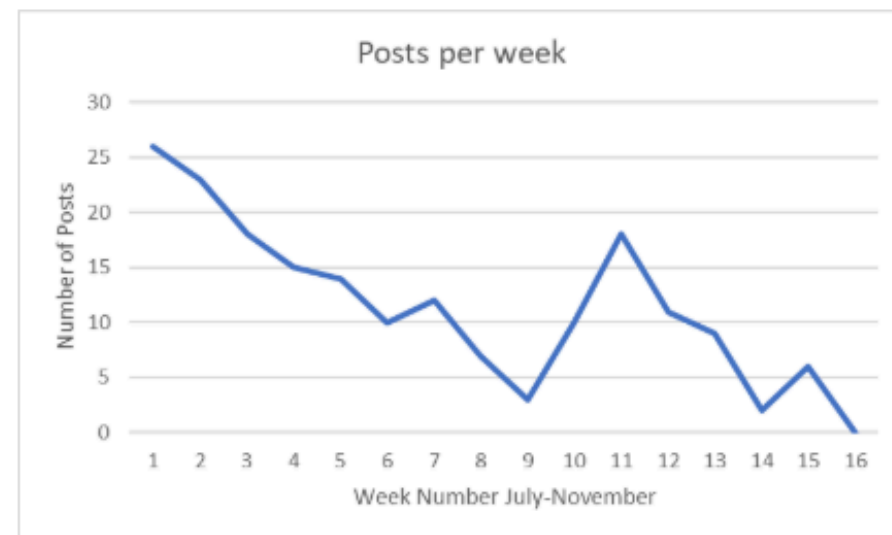
- Engagement Metrics: Likes, comments, shares, saves, and overall interaction rates.
- Earned Media: Organic mentions, shares, and reposts by users or third-party accounts without paid promotion.
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Statistical Analysis

Figure 1



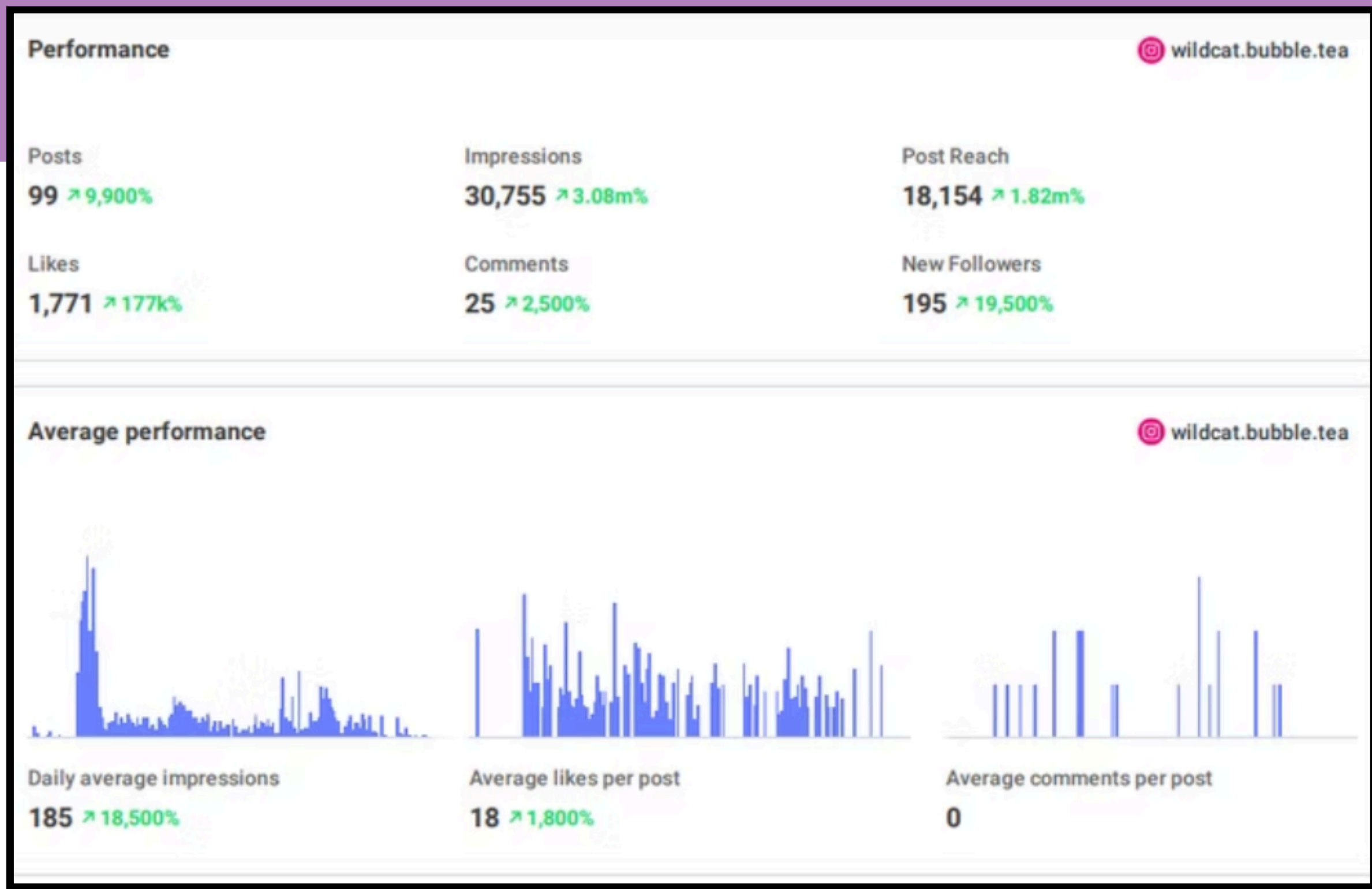
Figure 2



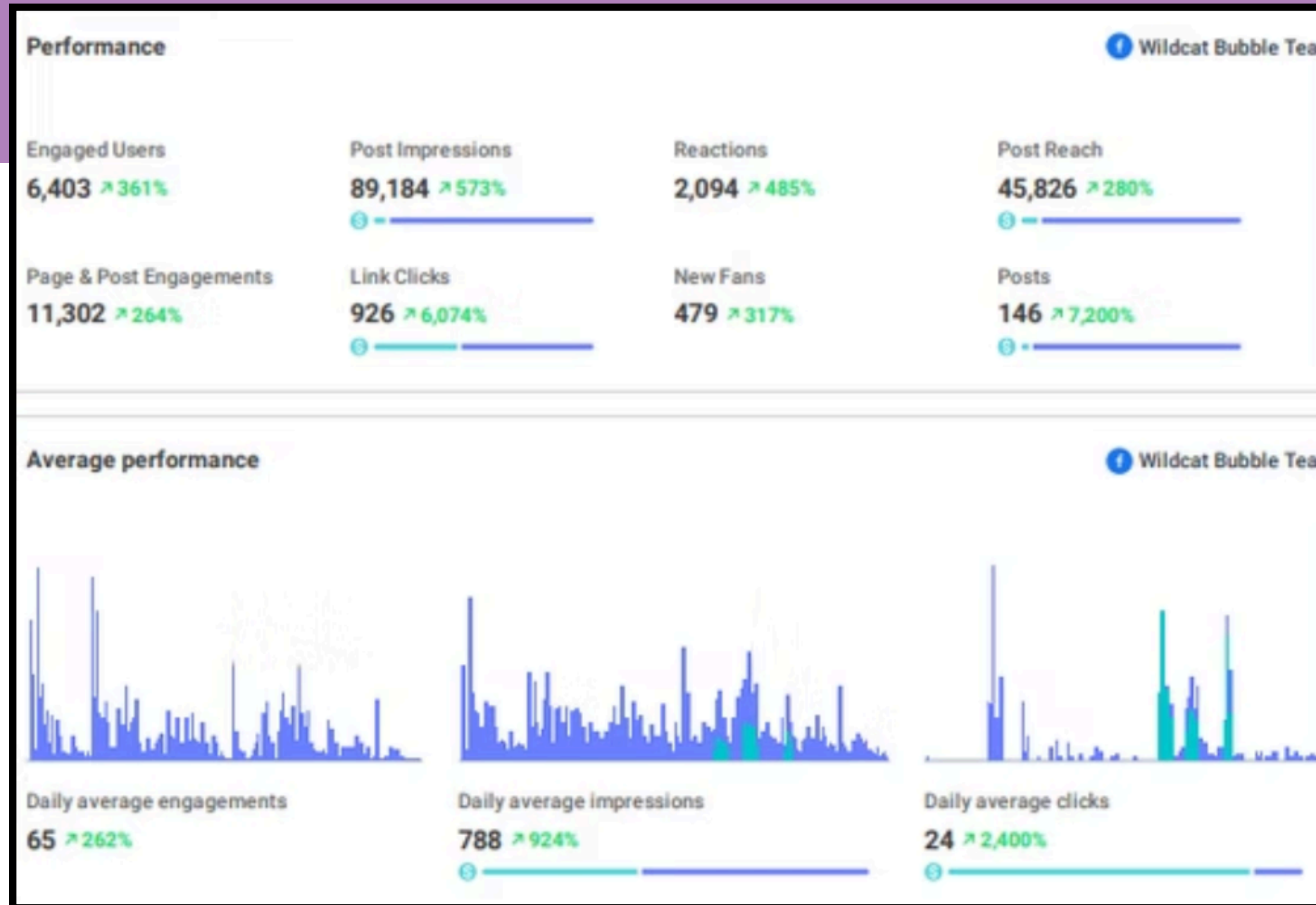
“A correlation analysis and bivariate regression determined that the results were significant. The results showed a moderate correlation between the number of social media posts and gross sales, which were statistically significant.”-See Full Study for more details.

(Analyzing Wildcat Bubble Tea Sales Trends)

Total Growth Stats



Total Growth Stats



Brief Email Marketing Overview

At Wildcat Bubble Tea, I wrote and managed automated email campaigns for customers enrolled in our rewards program. Between August and October, the overall return on investment (ROI) for these email campaigns—excluding recurring automations—was 414.67%, reflecting strong performance in driving customer engagement and sales through targeted messaging.

The Results

Achieved a 33% increase in sales directly linked to consistent, strategic social media posting.

Increased overall engagement and organic visibility across Facebook and Instagram.

Strengthened community presence through engaging content and promotional design.