

COMMERCE PLAYBOOK

CHEAT
SHEET
GUIDE

INCLUDES:

**STORE CHALLENGES
KEY STRATEGIES
SUCCESS SUMMARY**

Case Study:

Blenders Eyewear: From Dorm Room Startup to \$90 Million Brand



The



OVERVIEW

Blenders Eyewear, originally a dorm room startup founded by Chase Fisher in 2012, has become a remarkable success story. This case study delves deeper into their journey, exploring the key strategies that propelled them from a small venture to a brand valued at \$90 million in 2019 (acquired by Safilo Group).



The



CHALLENGES

01



Limited Budget

As a startup, Blenders faced the typical challenges of limited financial resources. They needed to establish a brand identity and reach their target audience with minimal marketing expenditure.

Competitive

The sunglasses market is saturated with established brands. Blenders needed to differentiate themselves and stand out to attract customers.

02



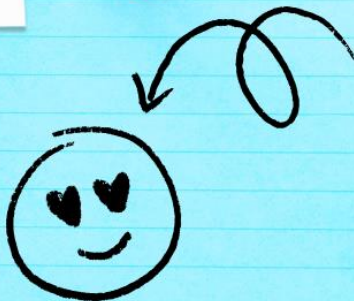


Key



STRATEGIES

01



Social Media

Blenders leveraged the power of social media, particularly Instagram, to build brand awareness and connect with their target demographic.

Affordability

Blenders offered trendy sunglasses at affordable price points, making them accessible to their target demographic. This strategy catered to a segment that may not have been able to afford high-end designer brands.

02



03



Data-Driven

While details are limited, it's likely Blenders employed data analytics to understand their audience's preferences and tailor their marketing efforts accordingly.

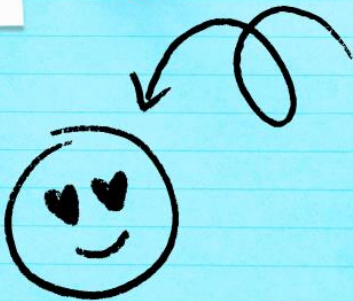


The



IMPACT

01



Reach Target Audience

By leveraging social media and influencer partnerships, Blenders effectively connected with their ideal customers. Their content resonated with young, active individuals seeking a stylish yet affordable eyewear option.

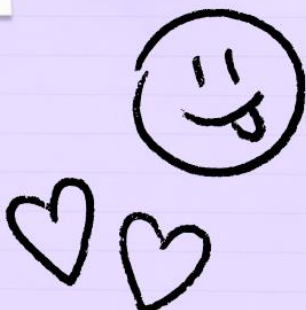
Building Brand Loyalty

Engaging with their audience on social media fostered a sense of community and loyalty. Customers felt connected to the brand and became advocates, further spreading awareness.

02



03



Scalability

Social media marketing allowed Blenders to reach a large audience without incurring the high costs of traditional advertising methods. This contributed to their rapid growth and expansion.



ACQUISITION AND BEYOND



In 2019, Blenders was acquired by Safilo Group, a leading eyewear company, for a valuation of \$90 million. This acquisition is a testament to the success Blenders achieved within a relatively short timeframe.



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