

COMMERCE PLAYBOOK

CHEAT SHEET
GUIDE

INCLUDES:
STORE MILESTONE
SALES REPORT
SUCCESS SUMMARY

Case Study:

Fashion Apparel Brand Scales To \$1.3 Million In Monthly Sales

MAIN CHANNELS:

Facebook, TikTok,
Instagram, YouTube,
Google Ads

SERVICES PROVIDED:

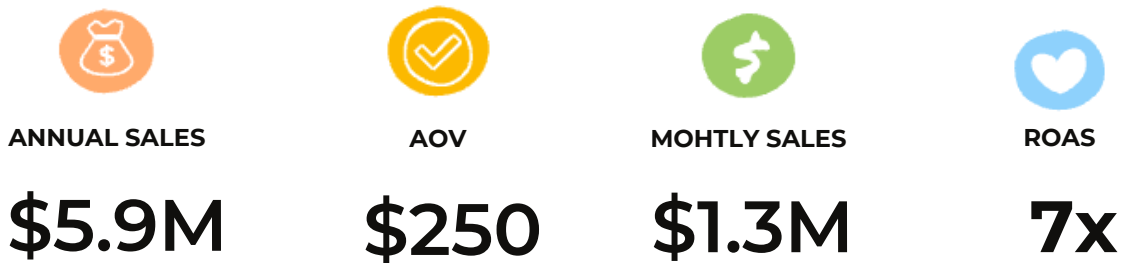
eCommerce Coaching
& Training Courses

PRODUCT TYPE:

Traditional Inventory &
Print on Demand

01 Overview

This fashion and apparel business experienced a complete transformation through strategic use of paid ads, particularly on Facebook and Instagram. By allocating over 50% of their budget to Facebook Ads and spending up to \$2500 daily, they scaled to seven-figure monthly revenues. Google/YouTube Ads also contributed significantly, achieving a ROAS of over 10x. Overall, paid advertising drove rapid growth, demonstrating that effective ad strategies can enable even small businesses to compete with industry giants.



02 Results

| Today ▼ | | Orders | | |
|--------------------------|-------------|----------|-------------------|-----|
| | | 59 ▼ 21% | | |
| All ▼ | Unfulfilled | Unpaid | Open | Clk |
| <input type="checkbox"/> | Order | | Date | ↕ |
| <input type="checkbox"/> | #90574 | | Today at 11:27 am | |
| <input type="checkbox"/> | #90573 | | Today at 11:26 am | |
| <input type="checkbox"/> | #90572 | | Today at 11:24 am | |
| <input type="checkbox"/> | #90571 | | Today at 11:13 am | |
| <input type="checkbox"/> | #90570 | | Today at 11:03 am | |
| <input type="checkbox"/> | #90569 | | Today at 11:01 am | |
| <input type="checkbox"/> | #90568 | | Today at 10:43 am | |
| <input type="checkbox"/> | #90567 | | Today at 10:35 am | |
| <input type="checkbox"/> | #90566 | | Today at 10:29 am | |



Average order value
\$288.91 ▲ 6%



03 Success Summary

This is a business that has been completely transformed by paid ads - specifically Facebook Ads, Instagram Ads, TikTok Ads, YouTube Ads, and Google Shopping. When you're an eCommerce entrepreneur, the fastest way to enter any niche or market is through paid ads. If you have great products and a strong, trustworthy store, you'll be able to immediately compete with giants in your industry.

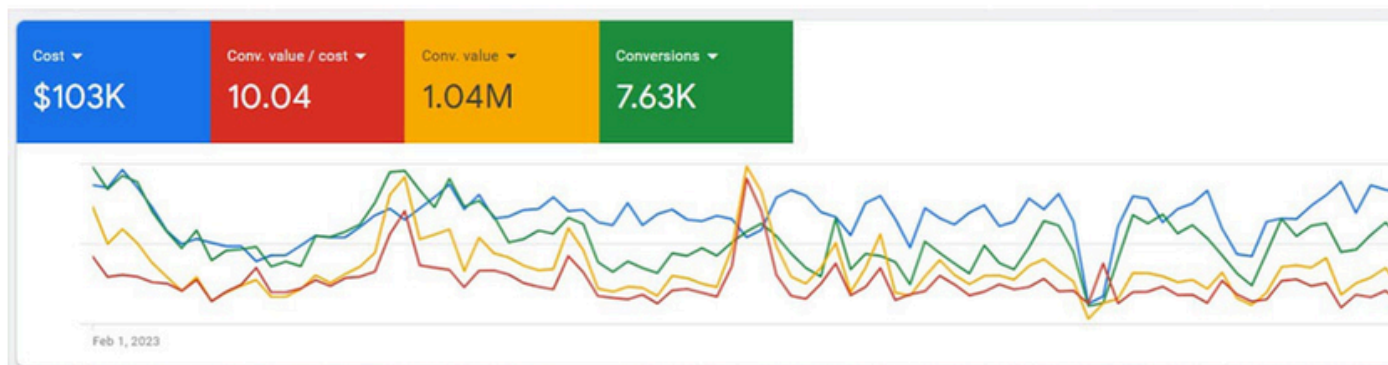
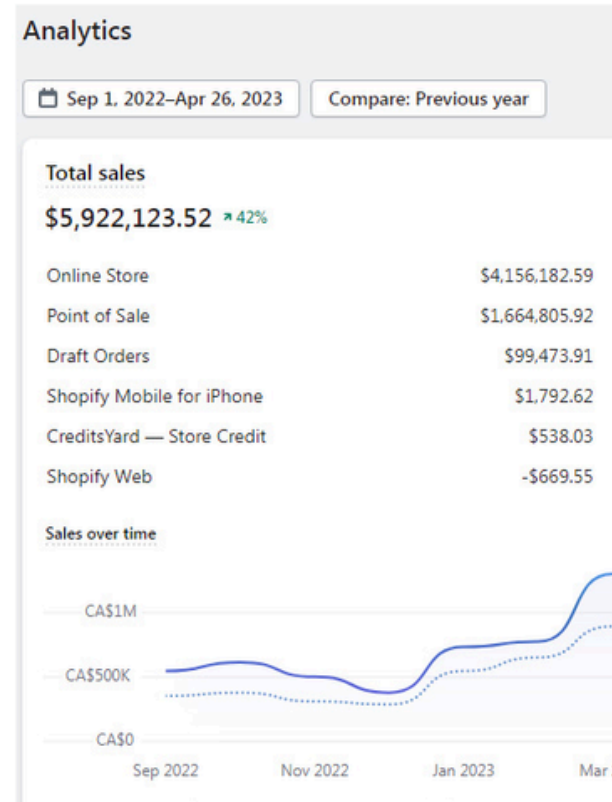
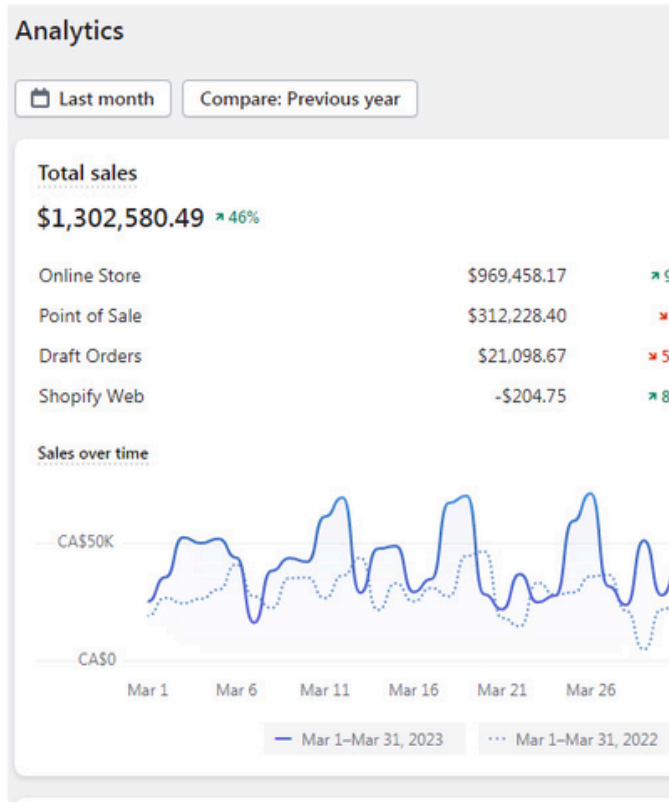
No surprises here - Facebook Ads were the most valuable and profitable for this fashion and apparel business. Facebook Ads took more than 50% of the monthly budget and we spent as much as \$2500/daily there. When things are working on Facebook Ads, the sky is the limit. You can really scale so many different ways with Facebook Ads (and Instagram Ads falls into this category as well).

Scaling by budget works. So does scaling by ad set (horizontal scaling). International scaling works too - just make sure you can fulfill, ship, and deliver to the countries you're now scaling into. There are tons of ways to scale with Facebook Ads and we took advantage of each and every strategy to expand this client into 7 figures monthly. It's safe to say that without Facebook and Instagram Ads, that massive milestone would not have been achieved so quickly.

Google/YouTube also took up a big portion of the spend - ROAS was over 10x. We spent \$103,000 to return \$1.04 Million in sales! We consistently saw Google ROAS rise as we continued to scale on Facebook (post ad search effect). This is a phenomenon we see across tons of different coaching students. When you start to run ads at scale on Facebook (and Instagram), you naturally will see an increase in search volume. We call this the post ad search effect and it's basically the idea that you see something on Facebook and you eventually go to Google to learn more. TikTok took a small portion of the budget, but is becoming more profitable monthly.

The business has been completely transformed through paid ads and the sky is the limit now. Further scaling will take this brand to even bigger milestones. Scaling 101 says when you have something that works, do more of it. Apply that to paid ads: when your ads are working, run more of the same aka raise the budgets and scale harder!

04 Results after strategy



05 Takeaways

01

Diversify your traffic not only to lower risk, but to scale efficiently. Start Facebook, move to Google with winners, TikTok after that.

02

Don't be afraid to scale aggressively - scaling is your reward of having a great product.

06 Launch your business

Are you looking to bring your product ideas to life or already running an ecommerce business and aiming to scale it to the next level? Avoid overthinking and leverage our proven tech stack for launching and growing your ecommerce venture. Contact [**commerceplaybook@gmail.com**](mailto:commerceplaybook@gmail.com) to book a demo with no commitment required!