



AM PM Scrubs Case Study

Presented by: **Oodles Marketing**

Wear AM PM Scrubs

What is AM PM Scrubs?

AM PM Scrubs is a leading medical apparel brand that prioritizes quality, comfort, and style for healthcare professionals. Designed to meet the demanding needs of the industry, AM PM Scrubs offers high-performance medical clothing that blends functionality with modern aesthetics. The brand ensures that professionals stay comfortable and confident throughout their shifts while maintaining a polished, professional look.

Who is it for?

AM PM Scrubs is crafted for healthcare professionals, including doctors, nurses, and medical staff, who require durable, comfortable, and stylish scrubs. Whether working long hours in a hospital, clinic, or any medical setting, AM PM Scrubs provides a perfect balance of performance and style, ensuring professionals can focus on patient care without compromising on comfort or appearance.



Goals and Objectives

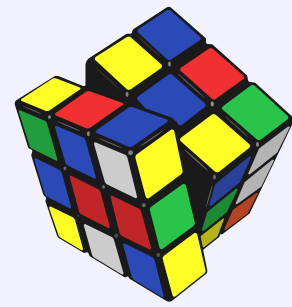


Goals

- Build brand awareness among healthcare professionals, highlighting the comfort, style, and durability of AM PM Scrubs.
- Position AM PM Scrubs as the leading medical clothing brand for professionals who value both functionality and fashion in their workwear.
- Drive online sales, increase retail partnerships, and foster direct engagement with healthcare professionals.

Objectives

- Create content that showcases the high-quality fabrics, comfort, and stylish design of AM PM Scrubs.
- Highlight unique features such as the durability, flexibility, and breathable materials that ensure all-day comfort for medical staff.
- Establish a consistent and engaging presence on social media platforms to connect with healthcare professionals and build brand loyalty.



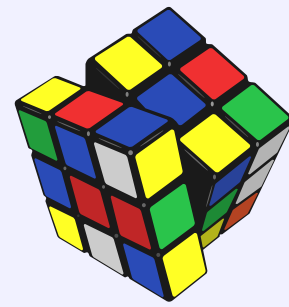
The Challenges



Challenge 1

Consumer Awareness

Educating healthcare professionals about the benefits of premium medical scrubs that offer both style and comfort, and positioning AM PM Scrubs as the go-to brand for high-quality, functional workwear.



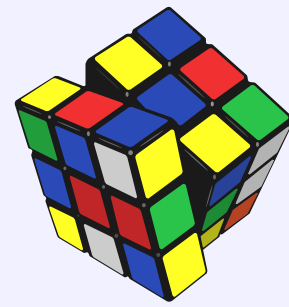
The Challenges



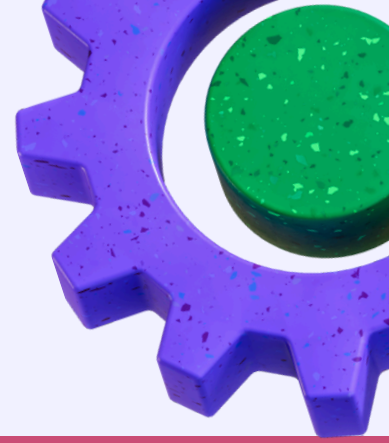
Challenge 2

Market Differentiation

Standing out in the competitive medical clothing market by emphasizing the brand's focus on superior materials, stylish designs, and all-day comfort tailored to the unique needs of healthcare professionals. out in a growing non-alcoholic beverage market by emphasizing high-quality ingredients, unique flavors, and a refined drinking experience.



The Challenges



Challenge 3

Retail & Online Growth

Expanding distribution channels by securing retail partnerships with medical suppliers and increasing direct-to-consumer sales through optimized online visibility and targeted marketing strategies.



The Solutions

We addressed AM PM Scrubs' challenges with a clear, actionable plan focused on brand positioning, audience education, and sales growth through strategic content and targeted marketing.

Brand Awareness

- Developed captivating social media campaigns highlighting AM PM Scrubs' premium quality, stylish designs, and comfort features.
- Partnered with healthcare influencers and professionals to showcase how AM PM Scrubs blends functionality with modern style, making them ideal for long shifts.
- Created engaging content, such as "day-in-the-life" videos and testimonials, to demonstrate the comfort and quality of the scrubs in real-world healthcare settings.



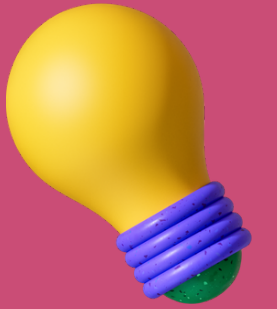
Trust Building

- Launched targeted marketing campaigns emphasizing AM PM Scrubs' commitment to providing healthcare workers with comfortable, durable, and stylish workwear.
- Shared customer testimonials and user-generated content from medical professionals who wear AM PM Scrubs, building credibility and trust.
- Engaged in community-driven initiatives by sponsoring healthcare-related events and collaborating with medical organizations to reinforce the brand's authenticity and dedication to the industry.



Drive Engagement

- Leveraged interactive content like polls, quizzes, and “scrub fit” challenges to engage with the audience and encourage participation.
- Used email and SMS marketing to offer personalized discounts, new product launches, and exclusive offers tailored to healthcare professionals.
- Implemented retargeting ads and loyalty programs, offering repeat buyers special promotions to increase customer retention and repeat purchases.

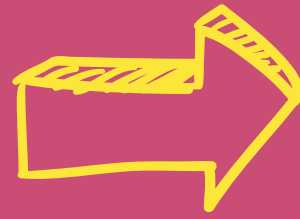


Social Media Marketing

We implemented a targeted strategy to elevate brand awareness, build community trust, and drive engagement for AM PM Scrubs. Campaigns were designed to resonate with healthcare professionals, emphasizing the brand's unique appeal—comfortable, stylish, and durable scrubs crafted for long shifts. The strategy highlighted AM PM Scrubs' premium fabric, ergonomic designs, and its role in redefining healthcare apparel.



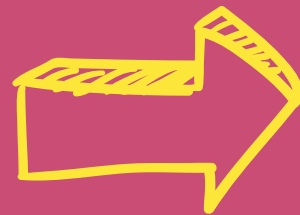
Platform Selection



Instagram's visually-driven platform was ideal for showcasing AM PM Scrubs' stylish, high-quality medical clothing. We engaged with healthcare professionals and influencers to share real-life experiences, using Reels and Stories to highlight product features like comfort and durability.



Facebook's community-driven features provided an effective way to connect with healthcare professionals and engage in discussions, share promotions, and offer customer support.

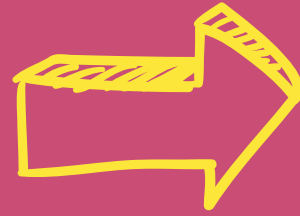


Both platforms allowed us to implement targeted campaigns aligned with AM PM Scrubs' mission to redefine healthcare apparel with high-quality, stylish, and functional scrubs.

Content Strategy



Content Types

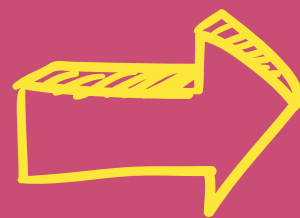


Focused on showcasing AM PM Scrubs' stylish, high-quality medical clothing, the comfort and durability of the fabrics, and customer testimonials. Highlighted key benefits like functionality, comfort, and premium materials designed for healthcare professionals.



Key Themes

Used a blend of professional lifestyle content, behind-the-scenes looks at product design, and practical tips for healthcare workers, incorporating visually appealing product shots, influencer collaborations, and success stories from healthcare professionals to reinforce the brand's commitment to quality and comfort.



Engagement Tactics

Encouraged participation through interactive polls about product preferences, customer challenges, and feedback. Fostered community through giveaways, influencer spotlights, and educational posts on how to care for medical apparel and the importance of comfort in healthcare environments.

Campaign Phases

Pre-Launch Campaign

Built anticipation by showcasing sneak peeks of AM PM Scrubs' stylish medical apparel, highlighting the comfort, durability, and functionality of the designs. Created teaser content with behind-the-scenes looks at the design process and countdowns leading up to the official launch.

Launch Campaign

Focused on introducing AM PM Scrubs' high-quality medical clothing line, emphasizing the brand's commitment to comfort and style for healthcare professionals. Shared testimonials from early customers and influencers, offering exclusive launch promotions to drive initial awareness and sales.

Post-launch Engagement

Maintained engagement by promoting the versatile features of AM PM Scrubs' clothing, sharing tips on maintaining medical apparel, and encouraging user-generated content. Fostered an active community by highlighting healthcare professionals' stories and offering seasonal deals or limited-edition products to keep interest high.



Driving Engagement

Interactive Stories

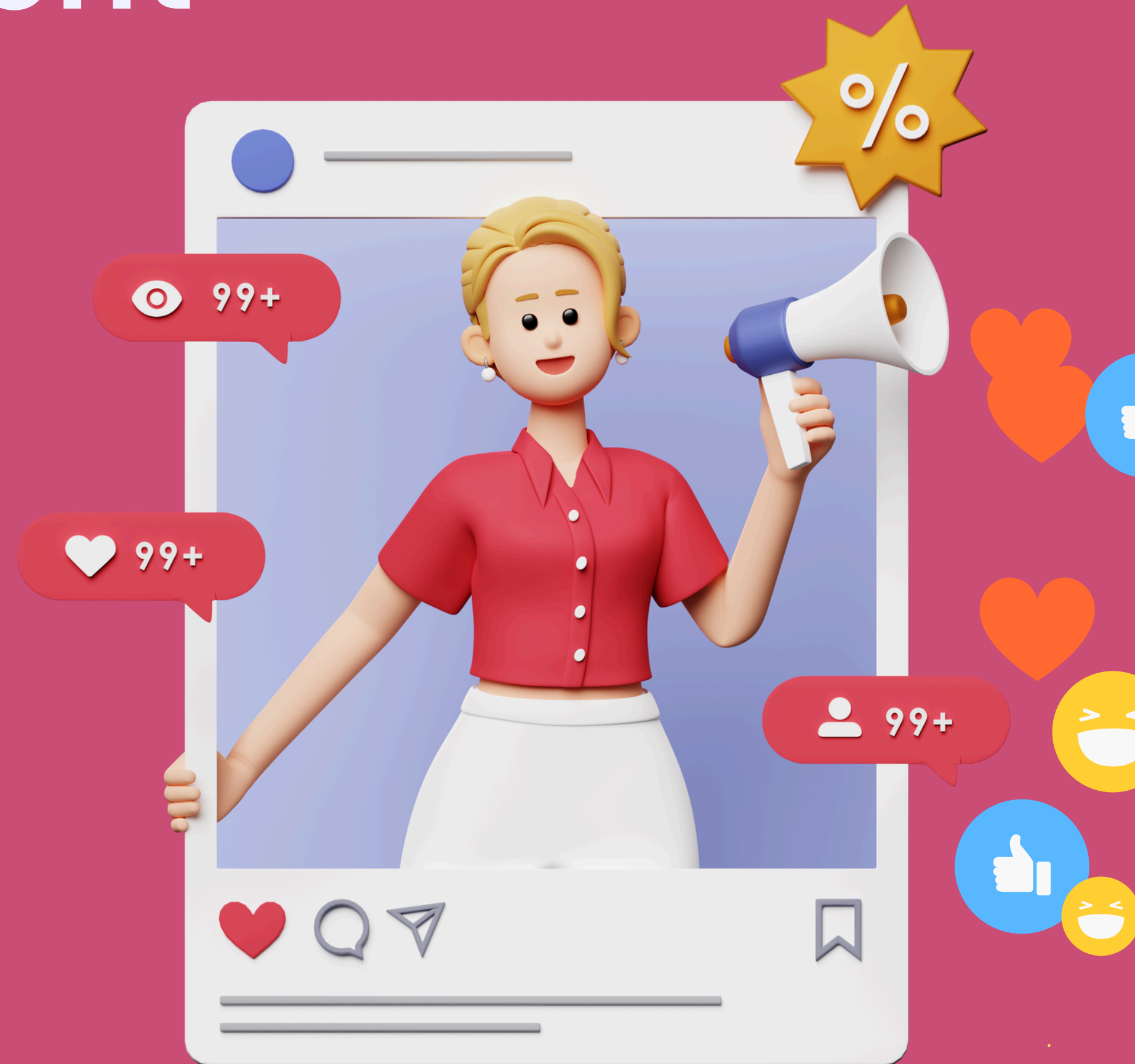
Used polls, quizzes, and Q&As to engage users in real-time and encourage active participation.

Audience Interaction

Fostered a sense of community by actively responding to comments, messages, and engaging in relevant social discussions.

Social Group Participation

Increased visibility by participating in local business groups and discussions, connecting with potential users and merchants.



Analysis and Optimization

Reviewing Engagement Metrics

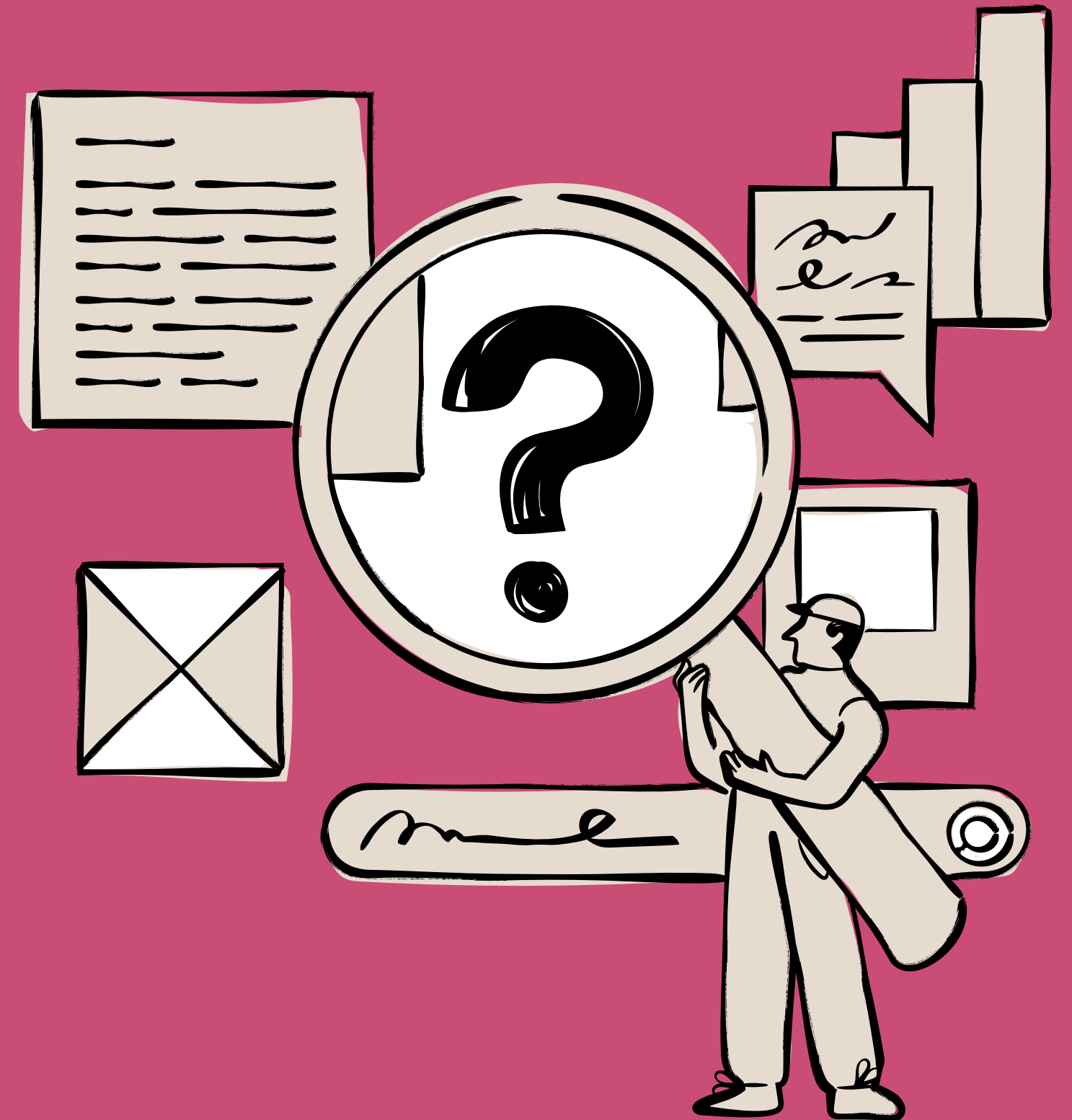
Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

Adjusting Content Strategy

Utilized data to refine content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.



Results & Metrics

Instagram

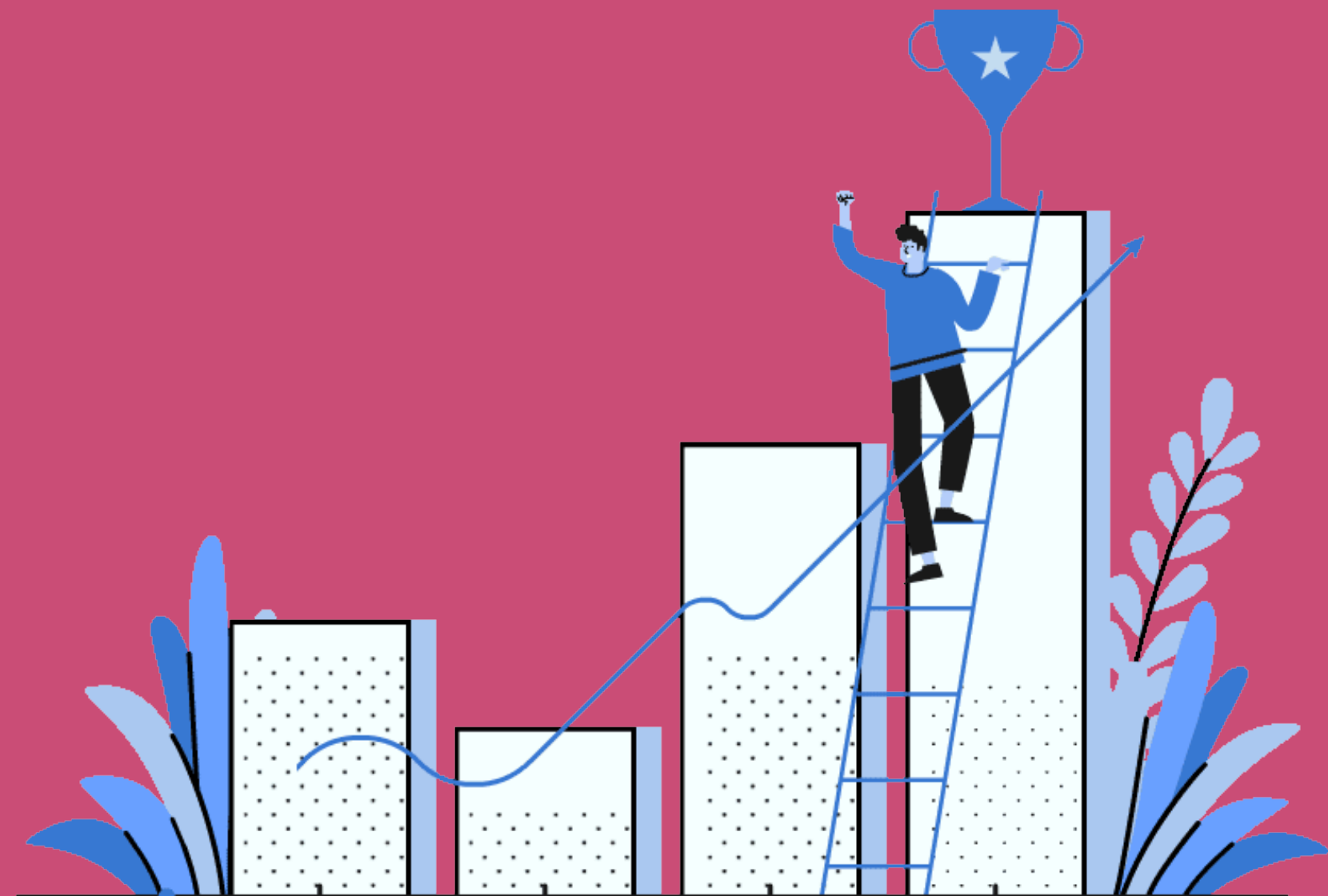
Achieved 13.5k+ total views and over 400 content interactions since launch.

Facebook

Reached 13.5k+ views and 200+ link clicks, contributing to growing user engagement.

App Downloads

Saw a notable increase in app downloads, driven by successful social media campaigns.





Paid Media Marketing

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Wear AM PM Scrubs

Objective

The primary goal was to optimize Amazon Ads performance for Wear AMPM Scrubs by:

- ✓ Reducing ACOS to 25–30% for better profitability.
- ✓ Increasing ROAS to 3.5x or more.
- ✓ Improving conversion rates through listing enhancements and better ad targeting.
- ✓ Scaling high-performing campaigns while eliminating inefficiencies.



Wear AM PM Scrubs

Performance Analysis

- Ad Spend Efficiency (ACOS & ROAS)
- ACOS was high (35.50%), meaning ad spend is eating into profitability.
- ROAS of 2.8x is decent but needs optimization for better returns.
- Goal: Lower ACOS to 25–30% while increasing ROAS to 3.5x+.
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Financial Metrics and ROI

- Cost analysis and ROI calculations for campaigns.
- Identifying the most cost-effective campaigns.





Performance Analysis

◆ Key Metrics Before Optimization

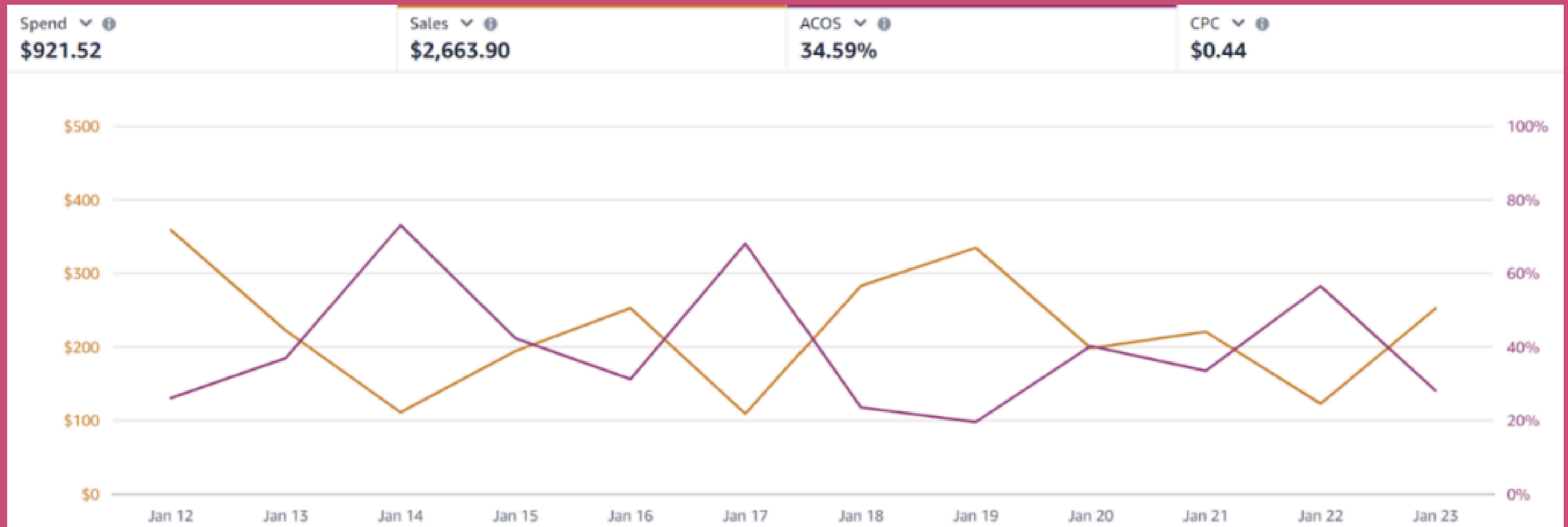
Metric	Value
Total Spend	\$9,151.38
Total Sales	\$25,778.17
Orders	382
<u>ACOS</u> (Ad Cost of Sales)	35.50%
<u>ROAS</u> (Return on Ad Spend)	<u>2.8x</u>
Average Order Value (<u>AOV</u>)	~\$67.50

Observations

- **High ACOS (35.50%):** Ads were effective but had high acquisition costs, reducing overall profitability.
- **Fluctuating Sales Trends:** Sales spikes on certain days indicated inefficiencies in bid strategies.
- **Decent ROAS (2.8x):** Generating \$2.80 in sales per \$1 spent, but further improvements were needed.
- **Conversion Rate Needs Optimization:** Listings lacked enhanced A+ content and video, limiting conversions.

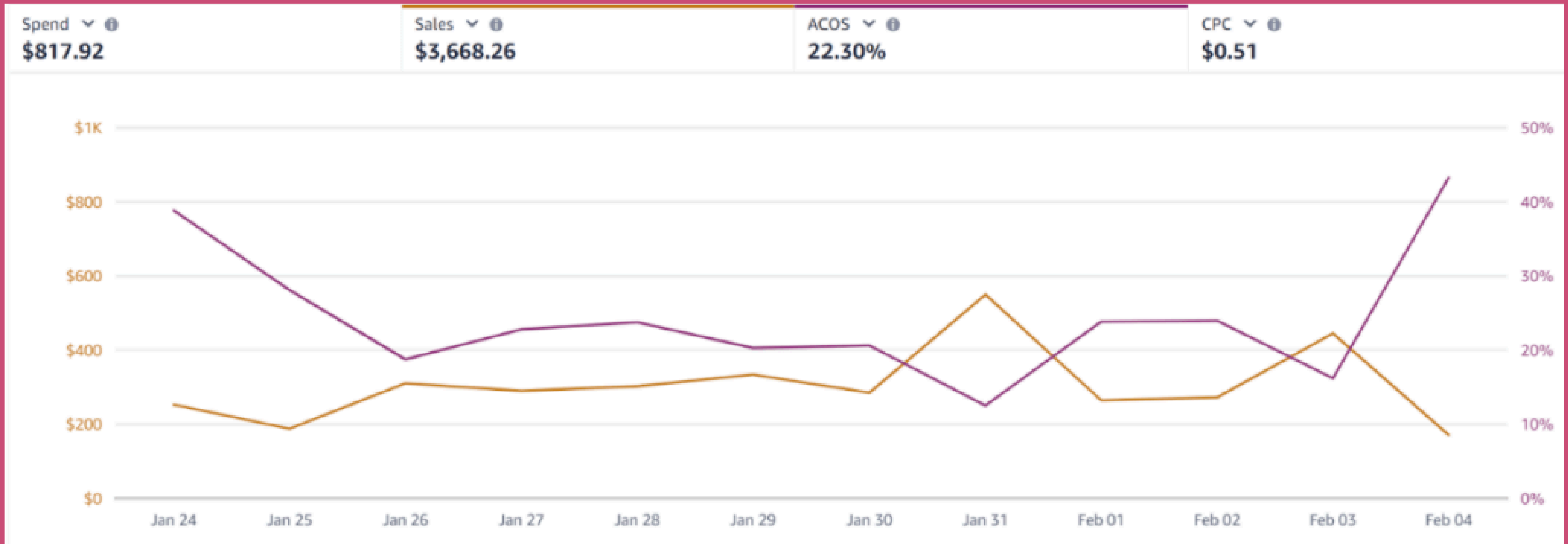
Wear AM PM Scrubs Case Study Report

Before Optimization



Wear AM PM Scrubs Case Study Report

After Optimization





Optimization Strategy

1 Campaign Restructuring

- Branded Campaigns → Targeting "Wear AMPM Scrubs" to capture high-intent shoppers.
- Competitor ASIN Targeting → Ads on competitor product pages.
- Category-Based Campaigns → Focus on high-converting keywords like "comfortable scrubs."
- Negative Keywords → Eliminated irrelevant searches to reduce wasted ad spend.



Optimization Strategy

2 Bid & Budget Optimization

- Reduced bids on high-spend, low-performing keywords.
- Increased bids on high-converting, profitable search terms.
- Implemented dayparting to run ads only during peak shopping hours.



Optimization Strategy

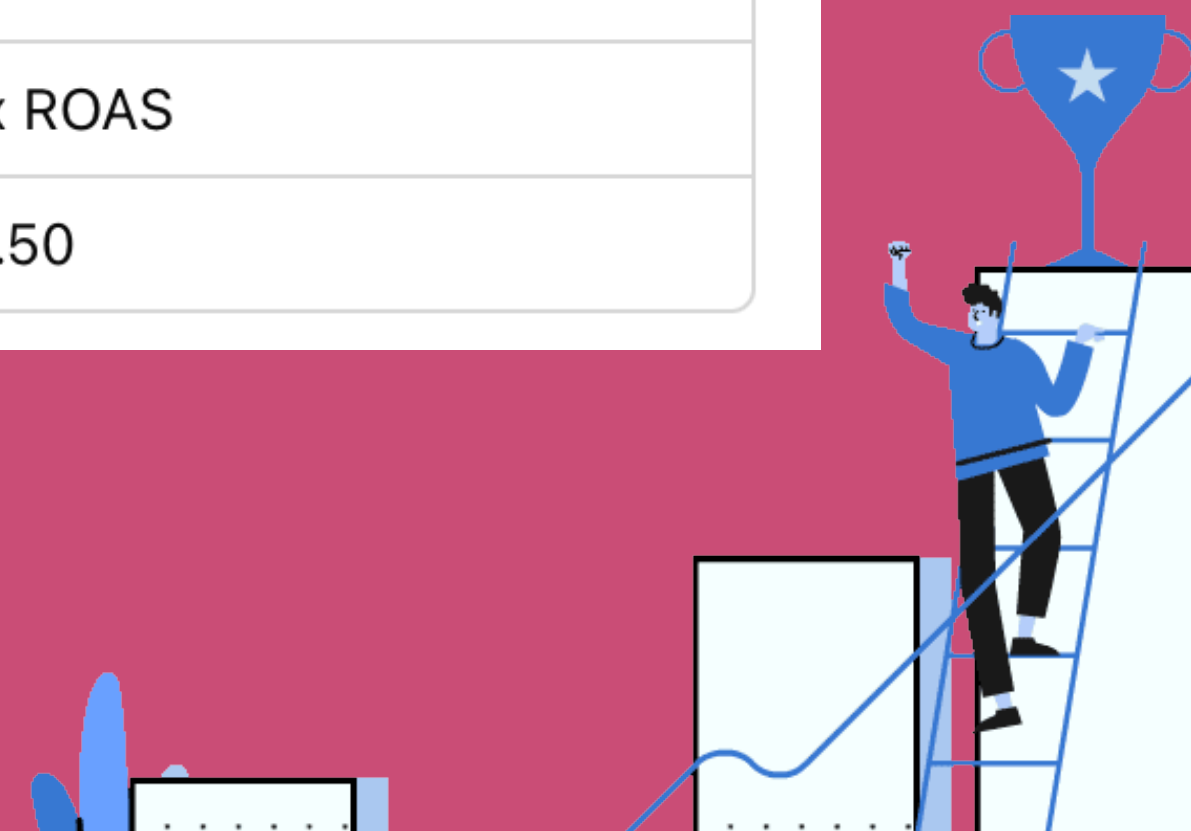
3 Scaling Winning Ads & Retargeting

- Focused on top-performing keywords with the highest ROAS.
- Implemented Sponsored Display Ads for retargeting past visitors.
- Ran Cart Abandonment Ads to recover lost sales.

Key Metrics Summary

After all optimizations

Metric	Value
Total Spend	\$39,778.00
Total Sales	\$170,721.03
Orders	2,529
ACOS (Ad Cost of Sales)	23.3%
ROAS (Return on Ad Spend)	4.29x ROAS
Average Order Value (AOV)	~\$67.50



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