



Huzzy Smart Sips Case Study

Presented by: **Oodles Marketing**

Huzzy Smart Sips

What is Huzzy Smart Sips?

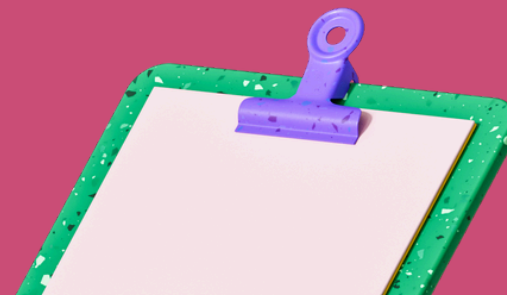
Huzzy Smart Sips is a woman-owned, Black-founded brand that specializes in premium non-alcoholic cocktails. It redefines the drinking experience by offering sophisticated, alcohol-free alternatives crafted with high-quality ingredients. Huzzy Smart Sips caters to those who want to enjoy the essence of a great cocktail without the alcohol, making every sip both refreshing and guilt-free.

Who is it for?

Huzzy Smart Sips is designed for health-conscious individuals, social drinkers, and anyone looking to enjoy flavorful, alcohol-free cocktails. Whether you're sober-curious, a designated driver, or simply prefer a refined, non-alcoholic experience, Huzzy Smart Sips provides a delicious alternative without compromising on taste, quality, or the social experience of drinking.



Goals and Objectives

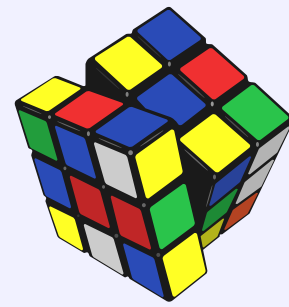


Goals

- Build brand awareness among health-conscious consumers and cocktail enthusiasts.
- Position Huzzy Smart Sips as the leading non-alcoholic cocktail brand for premium, alcohol-free experiences.
- Drive online sales, retail partnerships, and direct consumer engagement.

Objectives

- Create content showcasing the taste, sophistication, and lifestyle benefits of Huzzy Smart Sips.
- Highlight unique features like high-quality ingredients, crafted flavors, and alcohol-free mixology.
- Establish a consistent and engaging presence on social media platforms to connect with the target audience.



The Challenges



Challenge 1

Consumer Awareness

Educating consumers on the benefits of premium non-alcoholic cocktails and positioning Huzzy Smart Sips as a sophisticated alternative to traditional cocktails.

Challenge 2

Market Differentiation

Standing out in a growing non-alcoholic beverage market by emphasizing high-quality ingredients, unique flavors, and a refined drinking experience.

Challenge 3

Retail & Online Growth

Expanding distribution channels by securing partnerships with retailers and increasing direct-to-consumer online sales through targeted marketing and engagement.



The Solutions

We addressed Huzzy Smart Sips' 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 Huzzy Smart Sips' unique, non-alcoholic cocktail flavors and premium ingredients.
- Partnered with influencers and lifestyle bloggers to showcase the brand's appeal to health-conscious and social drinkers.
- Created engaging video content demonstrating mixology tips and creative serving ideas to position Huzzy as a sophisticated alternative to traditional cocktails.



Trust Building

- Launched targeted marketing campaigns emphasizing Huzzy's commitment to quality, taste, and inclusivity in the beverage industry.
- Shared customer testimonials and user-generated content to build credibility and social proof.
- Engaged in community-driven initiatives, such as collaborations with wellness brands and alcohol-free events, to reinforce brand authenticity.



Drive Engagement

- Leveraged interactive content, including polls, recipe challenges, and live tastings, to encourage audience participation.
- Used email and SMS marketing to send personalized offers, new product announcements, and exclusive discounts.
- Implemented retargeting ads and loyalty programs to nurture repeat customers and boost retention.

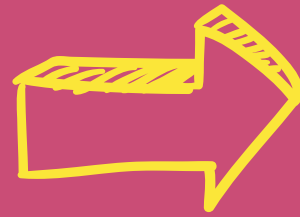


Social Media Marketing

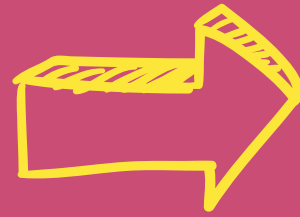
We implemented a targeted strategy to elevate brand awareness, build community trust, and drive engagement. Campaigns were designed to resonate with Huzzy Smart Sips' audience, emphasizing the brand's unique appeal, sophisticated non-alcoholic cocktails crafted for mindful drinkers. The strategy highlighted Huzzy's premium ingredients, mixology inspiration, and its role in redefining social drinking experiences.



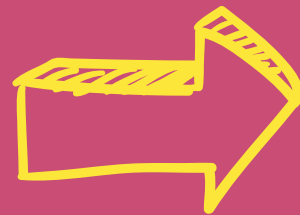
Platform Selection



Instagram's visually driven platform was ideal for showcasing Huzzy's vibrant cocktails, engaging with lifestyle influencers, and leveraging Reels and Stories for product highlights.

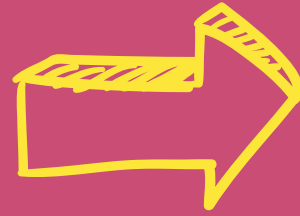


Facebook's community-driven features provided an effective way to connect with audiences through targeted ads, event promotions, and customer engagement.



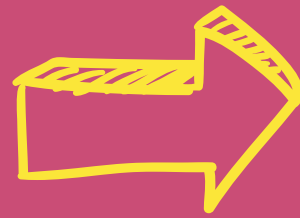
Both platforms allowed us to implement strategic campaigns aligned with Huzzy Smart Sips' mission to redefine social drinking with sophisticated non-alcoholic cocktails.

Content Strategy



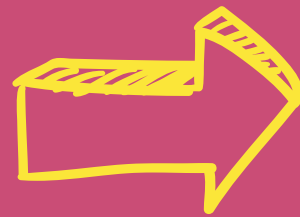
Content Types

Focused on showcasing Huzzy Smart Sips' unique non-alcoholic cocktails, the social experience of mindful drinking, and customer testimonials while highlighting key benefits like sophisticated flavors, premium ingredients, and inclusive social moments.



Key Themes

Used a mix of lifestyle content, cocktail recipes, and wellness-focused messaging, incorporating visually appealing product shots, influencer collaborations, and customer stories to reinforce the brand's mission.



Engagement Tactics

Encouraged participation through interactive polls, cocktail challenges, and user-generated content while fostering community through giveaways, influencer spotlights, and engaging educational posts on non-alcoholic mixology.

Campaign Phases

Pre-Launch Campaign

Built anticipation with teaser content, behind-the-scenes glimpses, and countdowns, highlighting Huzzy Smart Sips' premium non-alcoholic cocktails and their role in redefining social drinking.

Launch Campaign

Focused on introducing the brand's unique offerings, sharing customer testimonials, and encouraging trial through exclusive launch promotions and influencer collaborations to drive initial awareness and sales.

Post-launch Engagement

Sustained interest by promoting signature cocktails, sharing mixology tips, and encouraging user-generated content, keeping the community engaged with seasonal flavors, limited-time offers, and interactive challenges.



Driving Engagement

Interactive Stories

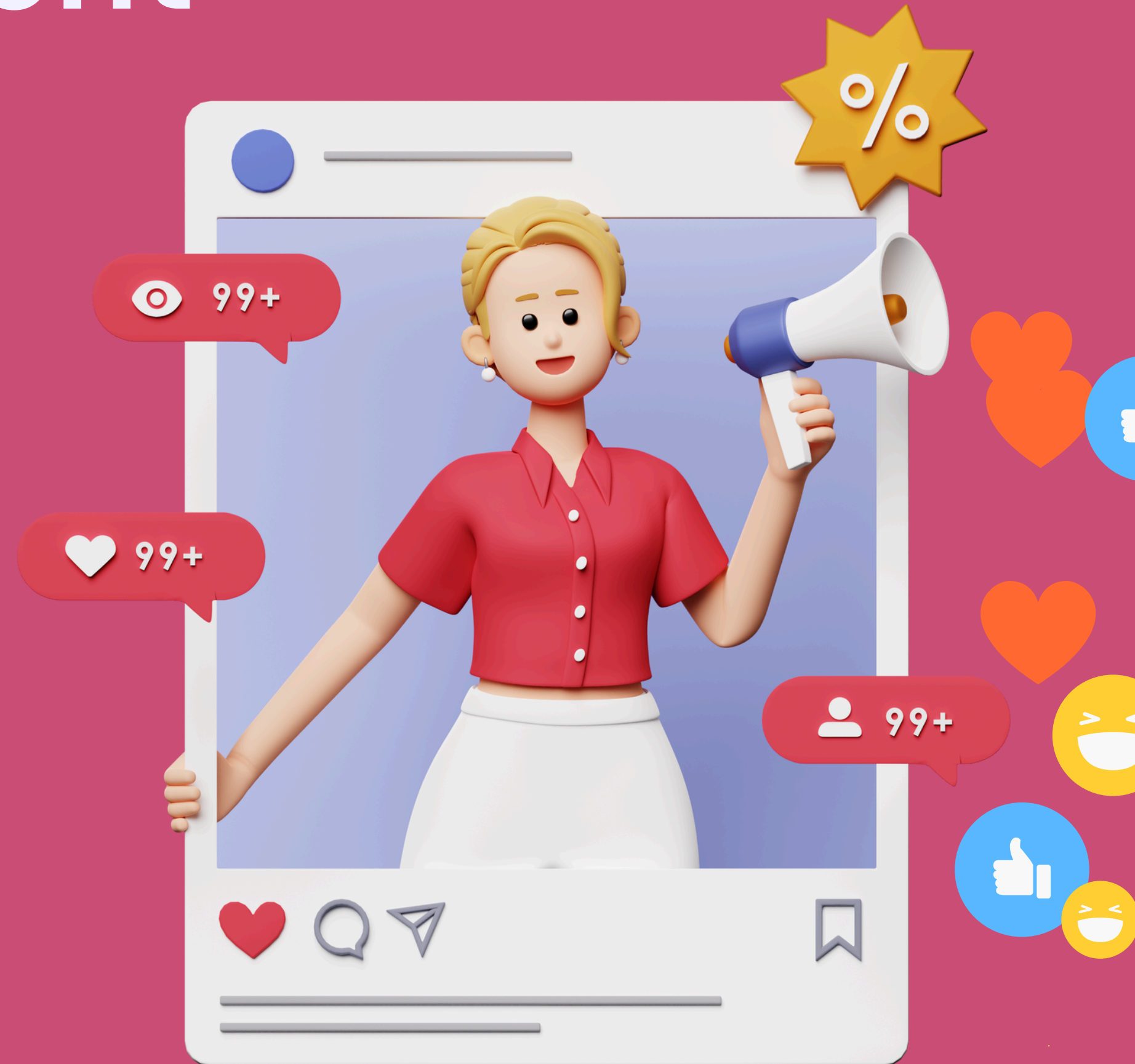
Used polls, quizzes, and Q&As to engage users in real-time and encourage active participation.

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

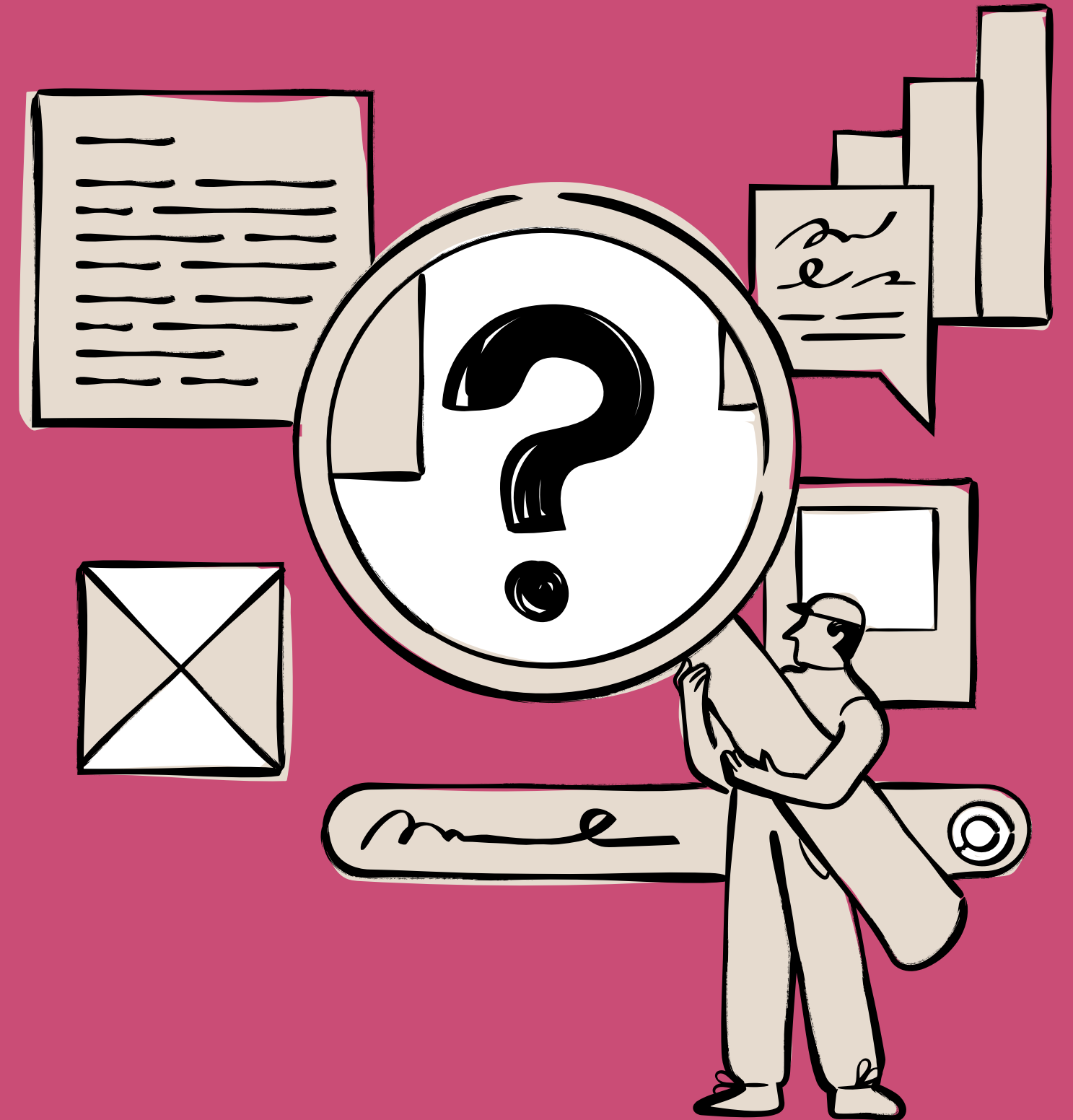
Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

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

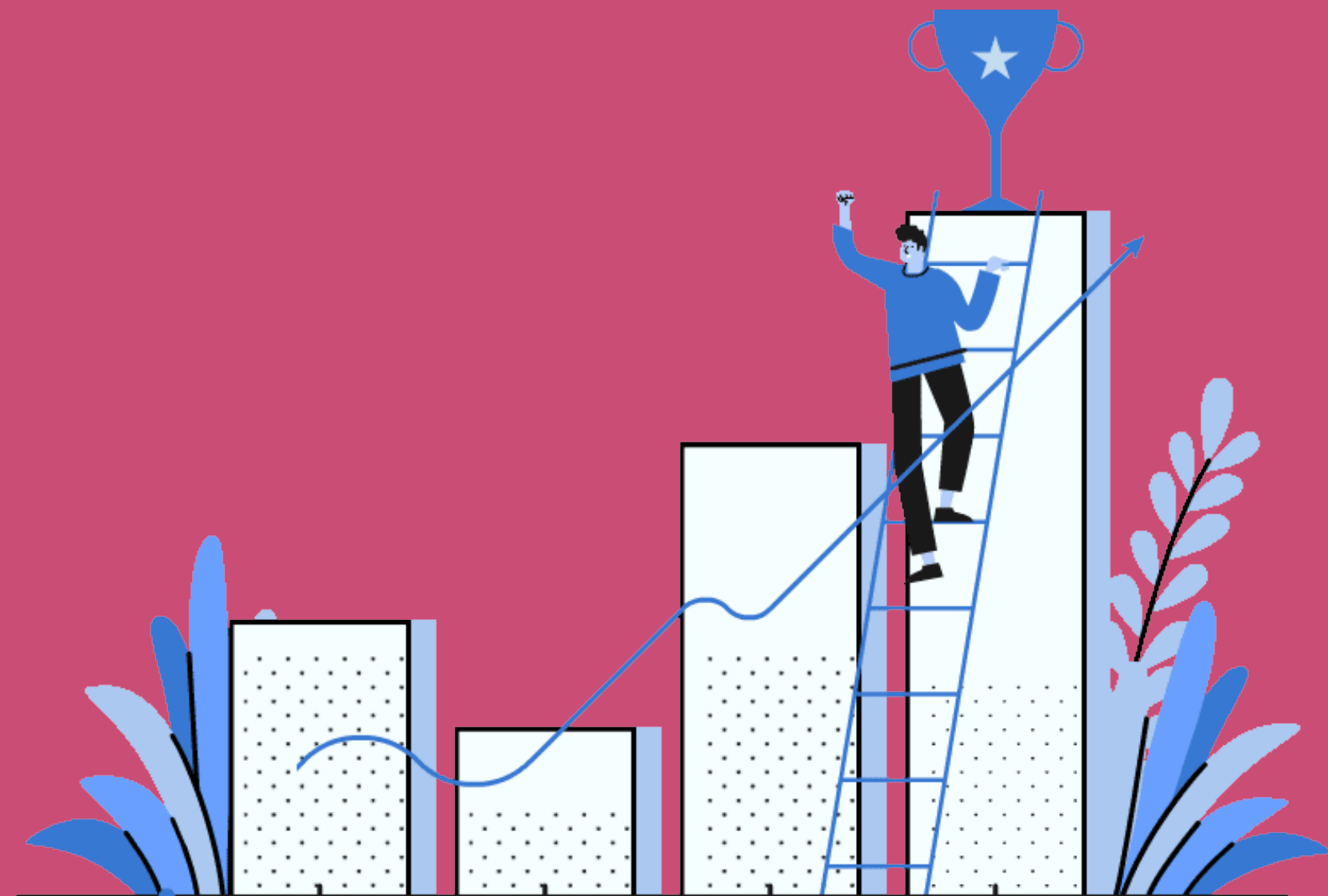
Achieved 13.5k+ total views and over 400 content interactions since launch.

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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Campaign Objective

The primary goal of this paid marketing campaign was to:

-  Increase brand awareness among health-conscious and alcohol-free lifestyle consumers.
-  Generate high-quality leads and conversions through targeted ads.
-  Optimize ROAS (Return on Ad Spend) and CAC (Customer Acquisition Cost).
-  Drive traffic to the brand's website and e-commerce platforms.
-  Enhance customer engagement through compelling ad creatives.



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Performance Analysis for 6 Months



Key Performance Metrics & Results

Metric	Meta Ads	Google Ads	Total
Ad Spend	₹2,50,000	₹1,50,000	₹4,00,000
Impressions	1.5M	900K	2.4M
Reach	1.2M	750K	1.95M
Clicks (CTR)	42,000 (2.8%)	25,000 (2.7%)	67,000 (2.75%)
Cost Per Click (CPC)	₹5.95	₹6.00	₹5.97
Cost Per Purchase (CPP)	₹142	₹118	₹133
Purchases (Orders/Signups)	1,764	1,275	3,039
ROAS	3.4x	4.1x	3.7x
ROI	240%	310%	275%



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Stakeholder Analysis

- Impact on target audience and engagement trends.

Chronology of Events


- Sequential overview of campaign launches and performance timelines.

Strategic Insights

- Key successes and areas for improvement.
- Recommendations for future campaigns.

Executive Summary

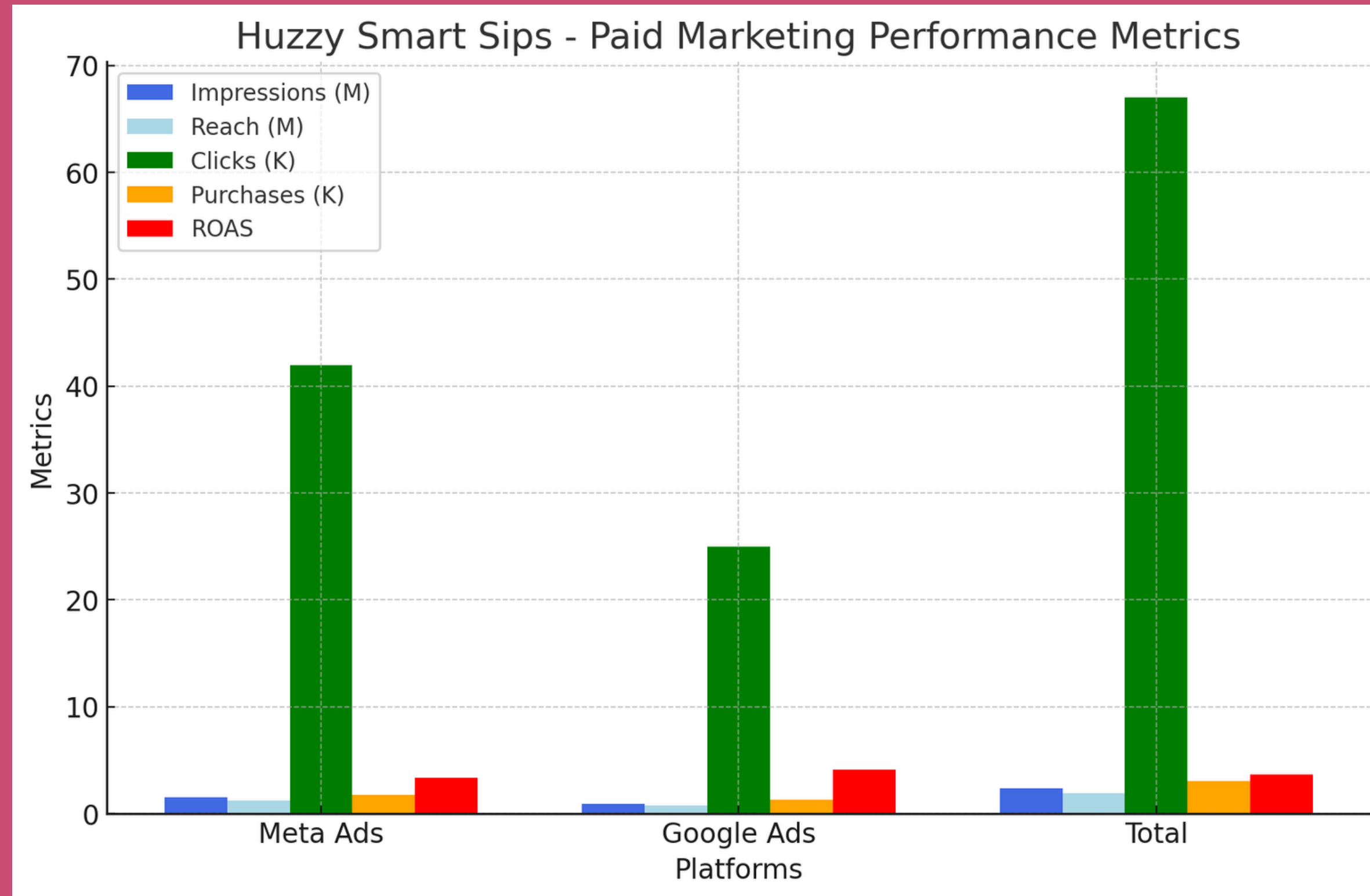
Key Learnings & Takeaways

-  Meta Ads performed well for brand awareness, while Google Ads drove high-intent conversions.
-  Retargeting campaigns improved conversion rates by 18%.
-  Lookalike audiences generated 25% higher engagement than broad targeting.
-  A/B testing creatives led to 15% improvement in CTR.
-  Google Search Ads had the lowest CAC, indicating strong intent-based targeting effectiveness.

Financial Metrics and Visuals

- The campaigns varied in cost efficiency. July showed better cost-per-click performance, while August focused on a smaller but more targeted audience. The following visualizations summarize the key metrics.

Huzzy Smart Sips Case Study Report





Email Marketing

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Optimizing Customer Retention with Targeted Email Marketing

Platform Used: All efforts were executed on Klaviyo, a robust email marketing platform, allowing for automation and personalization.

Targeted Previous Orders: We utilized email addresses from previous Huzzy Smart Sips orders to re-engage customers.

Newsletter Campaign: We launched a newsletter to keep customers updated on new offerings, promotions, and brand news.

Abandoned Cart Emails: We implemented a targeted abandoned cart campaign to retarget users who added products to their cart but didn't complete the checkout process.

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Optimizing Customer Retention with Targeted Email Marketing

Month	Sent	Opened	Open Rate (%)	Clicked	Click Rate (%)	Revenue
September	350	45	12.85	7	2	\$88.00
October	615	112	18.21	17	2.76	\$211.00

Results: In just three months, these efforts generated significant revenue, successfully converting potential customers and delivering strong sales outcomes to the client.

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