

CASE STUDY

Off The Hook

www.offthehooklondon.com



Off The Hook are a brand new, British, online footwear brand. They offer a range of products for both men and women, such as trainers, boots, sandals, and formal shoes.

Mixing luxury, high-quality with affordability, Off The Hook aim to empower their customers using their wealth of experience in the shoe manufacturing industry.

Footwear United Kingdom

The Challenge

Off The Hook approached the expert team at VerriBerri to help them launch the brand to the market, generate greater brand awareness and increase sales. As they are a new footwear business, it was important that we could generate conversation about their products.



Influencers



Social Media



Facebook Ads



Photography

The Process

In order to achieve greater exposure and improved revenue, VerriBerri provided support with Off The Hook's social media and influencer marketing strategy. Working on their Instagram, Facebook, and TikTok, our social media team worked hard to share regular, relevant, and unique content across all platforms.

Photoshoots at various locations across Essex and London were undertaken to generate more product imagery for marketing purposes. These have also been

used across Off the Hook's website. Alongside organic social media posts, we also set up a number of adverts across Facebook, allowing us to target a more tailored audience.

During the launch preparation, our influencer marketing specialist collated a list of suitable content creators for potential collaboration. We targeted specific sectors within the target audience to ensure variety within the campaign.

Key Metrics

Across the first month working with Off The Hook, we were able to grow the reach of the Facebook page to 27,723. What's more, across the first two months, OTH's paid ads reached a total of 256,480 people.

Within 3 months into the project, we had grown the OTH Instagram to over 800 followers!

Our influencer team also surpassed the targets set for us by OTH securing 97 grid posts/reels. The target set for us was 80.

128%

Follower Increase within the First Month

304%

Increase in Profile Views