



# HOLD THE PICKLE E-COMMERCE CASE STUDY



**HOLD THE PICKLE**  
NO PICKLE 🥪 NO PROBLEM

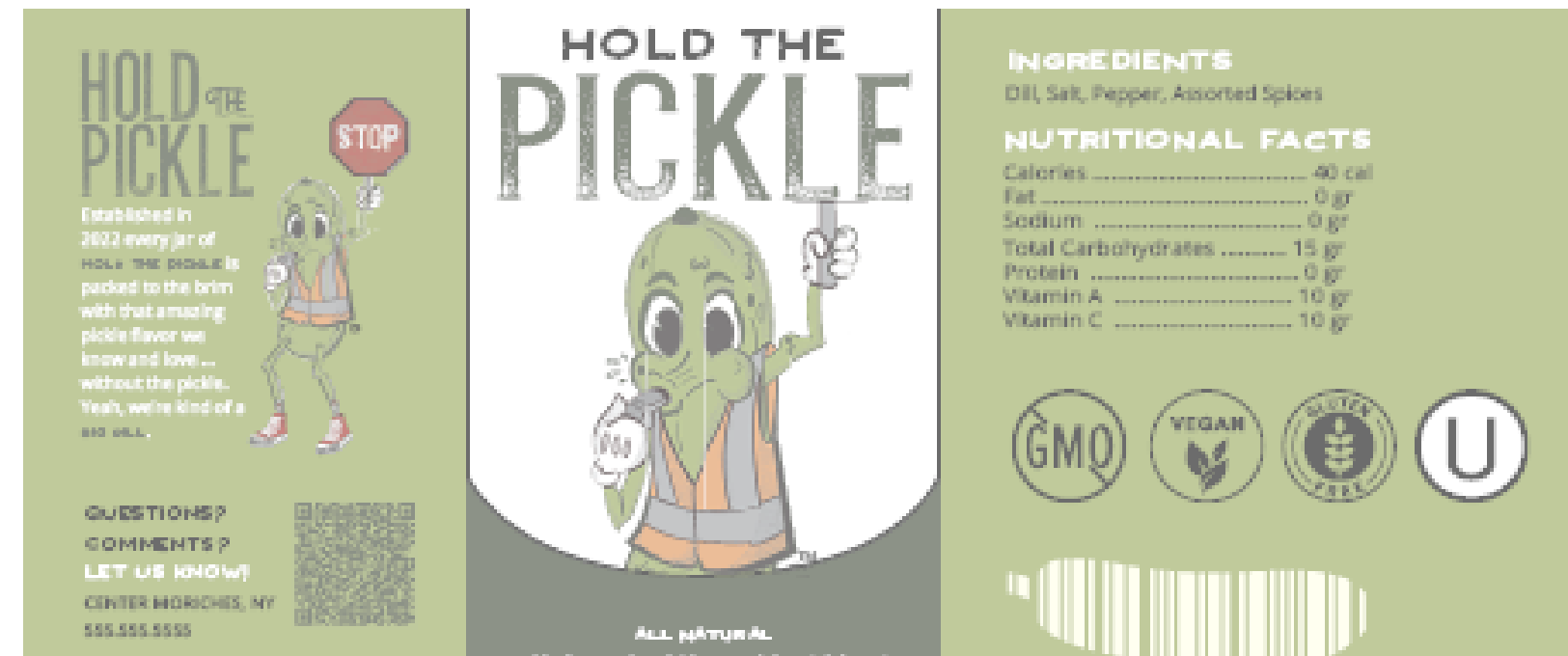
# Hold The Pickle

**Industry:** Food & Specialty Products

**Client Background:** Hold The Pickle is a specialty seasoning brand that came to us with just an idea. The product was still in production, and the company had no branding or online presence. They were looking to establish themselves as a premium pickle seasoning brand with an engaging digital identity.



# Challenges and Objectives



## Challenges

- No existing branding, including logo or product labels.
- Website needed to be built from scratch.
- Previous graphic designers had delayed project timelines, slowing their go-to-market process.
- Lack of expertise in launching and managing social media and digital ads.

## Objectives

- Launch the brand from scratch with a professional logo, label designs, and an e-commerce-ready website.
- Create a strong digital presence to attract and engage customers.
- Generate initial sales through effective paid media campaigns.

# Why FMO Media?

## Why They Chose Us

Hold The Pickle selected FMO Media for its ability to deliver end-to-end branding and marketing solutions within tight timelines and its expertise in launching new brands.

## Package

Gold + Website + Branding

## Timeline

The strategy was implemented over a six-month period with ongoing adjustments and optimizations.

## Services Provided

### Website Development:

- Built a Shopify-based e-commerce website from scratch, optimized for user experience and conversions.

### Brand Logo Creation and Variations:

- Designed a professional brand logo and multiple variations for different applications.

### Social Media Management:

- Created and managed accounts across Instagram, Facebook, and TikTok.
- Developed a content strategy to showcase their unique brand personality.

### Content Creation:

- High-quality product images and graphics for social media.
- Short-form videos for TikTok and Instagram Reels to build engagement.

### Paid Media Campaigns:

- Ran targeted ads on Meta (Facebook and Instagram), TikTok, and Google

## Strategy

**Initial Audit/Planning:** Assessed their market potential and developed a go-to-market strategy.

### Implementation Plan:

Created an aesthetically appealing, user-friendly Shopify website.

Designed labels and graphics to give the brand a professional and premium feel.

Produced engaging content and short-form videos tailored to their target audience.

Launched and optimized paid campaigns for maximum reach and conversions



# Results & ROI

## Website Highlights

Built a mobile-optimized Shopify store with integrated payment gateways and tracking tools.

Website launched successfully within four weeks.

## Paid Media Highlights

Launched ads targeted at pickle enthusiasts and foodies, resulting in strong initial sales.

Initial ad campaigns achieved a ROAS of 4:1.

Generated over \$3,000 in online sales within the first month of launch.

## Social Media Highlights

Used short-form video content to showcase the product in an engaging way.

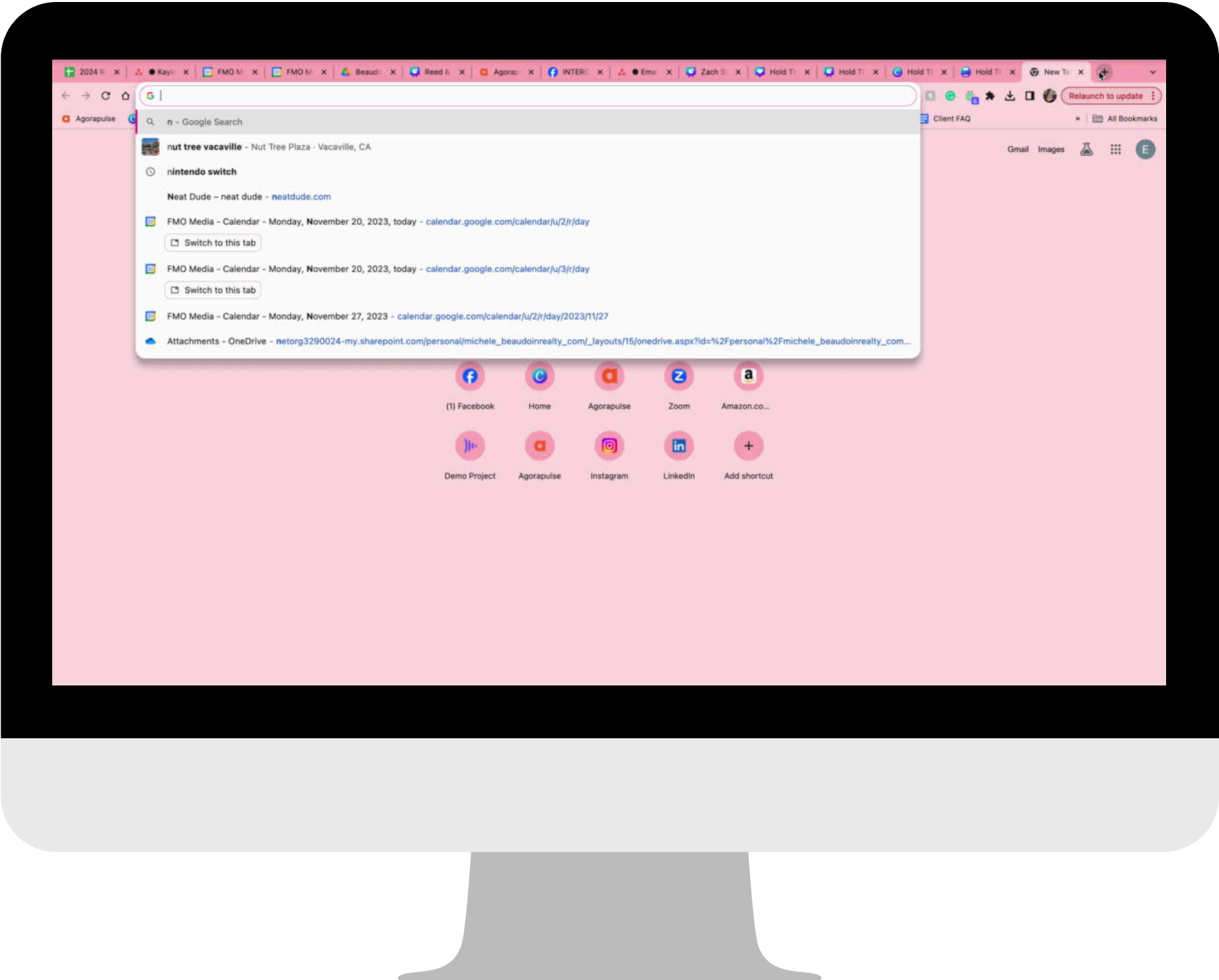
Brand Awareness Ratio Increased 7:1

## Branding Highlights

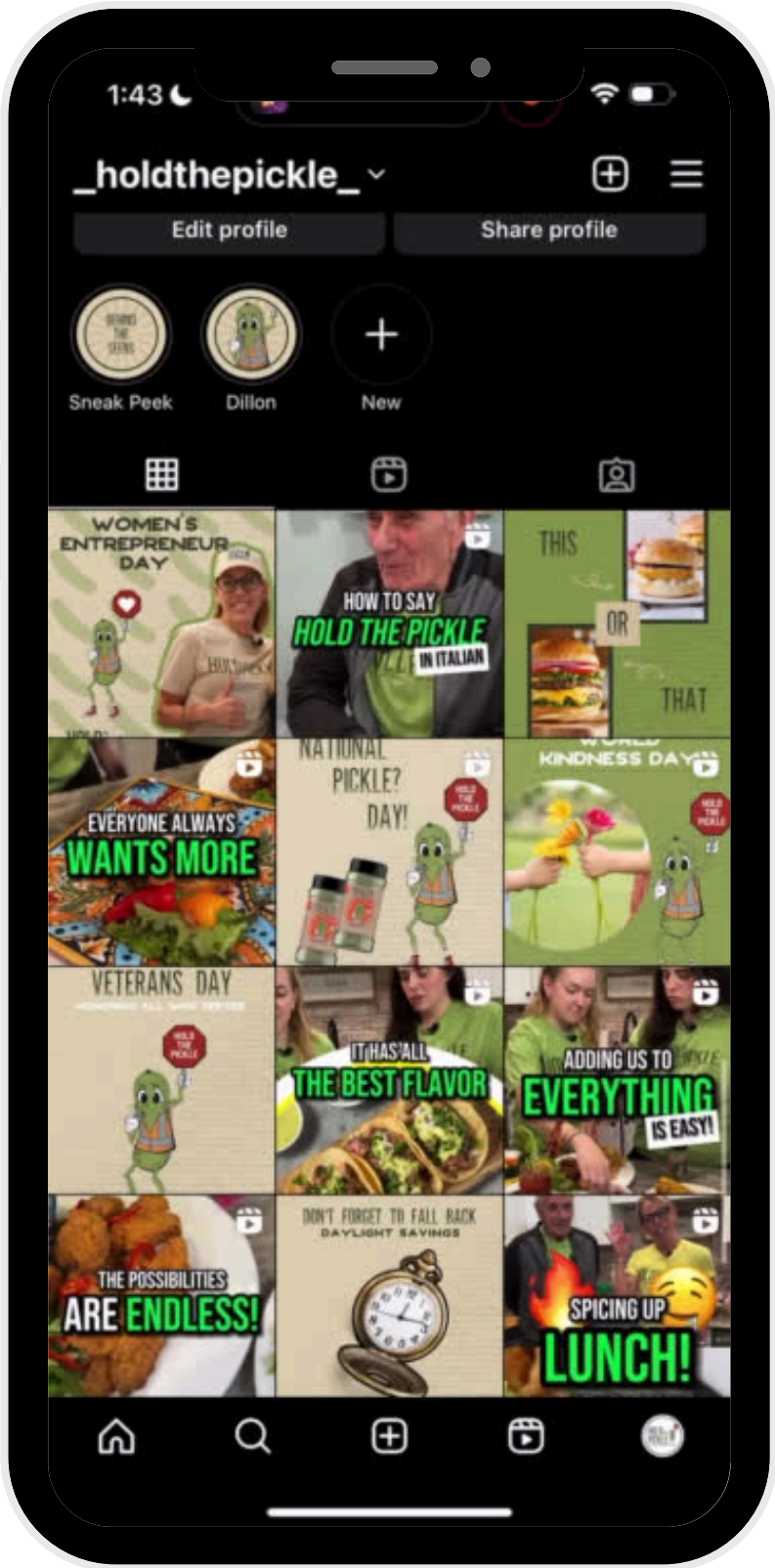
Delivered all branding materials, including logo, label designs, and social media graphics, within a tight deadline.

# WEBSITE

WWW.SHOPHOLDTHEPICKLE.COM



# INSTAGRAM



# TIKTOK





LOGO VARIATIONS



LABEL DESIGN



BUSINESS CARDS



THANK YOU ORDER INSERT

