DESIGN THUMBPRINT

CASE STUDY

Dallas Golf Company

Full-Funnel Ecommerce Growth

Golf Equipment Retail · Custom Fitting & Ecommerce

+40.7%	**$938,810**	**8x**
GROSS REVENUE, YEAR OVER YEAR	ADDED REVENUE, 7 MONTHS	THE 5% GROWTH TARGET

AT A GLANCE

CLIENT
Dallas Golf Company

MARKET
Dallas, TX and national ecommerce

INDUSTRY
Golf equipment retail and custom fitting

SERVICES
Email Marketing, Social Media Management, Organic SEO, Google Paid Ads

OBJECTIVE
Grow revenue and net profitability by 5%

THE CHALLENGE

Dallas Golf Company came to Design Thumbprint with a number attached: grow revenue and net profitability by 5%. Clear, measurable, and modest enough to be realistic for an established retailer in a category where the big brands spend heavily.

The difficulty was the category itself. Golf equipment is one of the most brand-dominated retail markets there is. Manufacturers control pricing, launch calendars and much of the demand, so an independent retailer is competing against the marketing budgets of the same companies whose products it sells.

It is also intensely seasonal. Buying clusters in spring and early summer, which compresses the window where marketing can move anything and makes a slow build across the year the wrong strategy.

Growth also had to come with margin attached. Discounting into a revenue number is easy and it undoes the profitability half of the objective. The work needed to bring in more customers without buying them.

OUR APPROACH

01

Own the audience already earned

Email was the fastest path to revenue that costs nothing per impression, so the program was rebuilt around consistent, well-timed sending to a list the business already owned. Active sending weeks went from 16 to 24 across the same window, turning an occasional channel into a dependable one.

02

Grow organically before paying to

Social was treated as an audience-building channel rather than an ad placement. Followers grew by 3,318, up 27.8%, impressions up 283% and engagement up 312%, all organic with no paid spend behind it. Reach that compounds instead of stopping when a budget stops.

03

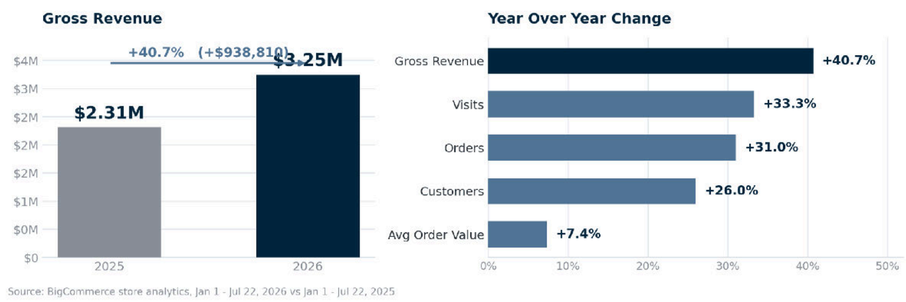
Combine channels, not campaigns

Email, organic social, organic search and Google paid ads were run as one program rather than four separate efforts. Discovery on social, capture through search, conversion through email, with each channel feeding the next instead of competing with it for credit.

THE RESULTS

Against a 5% target, gross revenue grew 40.7% year over year on matched dates, from $2,307,151 to $3,245,961. That is $938,810 in additional revenue across roughly seven months, about eight times the objective.

Composition matters as much as the total. Orders rose 31.0% and average order value rose 7.4%, to $266.81. Growth came from more customers buying and larger baskets, not discounting. Customers rose 26.0% and visits 33.3%, widening the top of the funnel while improving what happened inside it.



Source: BigCommerce store analytics, matched dates Jan 1 - Jul 22.

Revenue Without Discounting

Average order value rose 7.4% while revenue grew 40.7%, so growth came from demand rather than price cuts that undercut margin.

An Audience That Compounds

3,318 new followers, 283% more impressions and 312% more engagement, all earned organically with no ad spend behind it.

Have a growth target to beat?

We build email, social and search into one program, and report against your number.

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