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MARKETING SOLUTIONS  
FRACTIONAL CMO

# Driving Sales:

Marketing Success  
For a National Art  
Retailer

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A Fractional CMO Case  
Study

[www.jessicawontor.com](http://www.jessicawontor.com)



# THE CLIENT

## WHO ARE THEY?



This Art Retailer founded in 1911, is the largest and oldest provider of art supplies in the United States. Its products cater to the full spectrum of artists – from the youngest child to gallery-represented professionals. They have 60 stores in the US as well as an online store boasting over 90,000 products.

## WHERE WERE THEY BEFORE WORKING WITH ME?

This established retailer enjoyed strong brand recognition and a robust organic presence on social media, supported by successful Google Ads and email marketing campaigns. However, they faced growing threats to their market share from nimble e-commerce brands that could quickly respond to market trends. To stay competitive, they needed to expand their digital footprint beyond their current strategies.



# THE PROBLEM

## WHAT PROBLEM WERE THEY FACING?

To combat the challenge of new e-commerce brands threatening their market share, especially among younger artists, the client needed a more expansive digital strategy focused on converting more prospects into loyal customers, particularly within the younger demographic.



## WHAT DID I DO TO SOLVE IT?

1. I developed a comprehensive paid social ad strategy for Pinterest and Meta, targeting all five stages of customer awareness, from completely unaware to ready-to-buy.
2. I concentrated advertising efforts on three popular art mediums to effectively reach a diverse audience of younger artists.
3. I created a "Create With" initiative to engage new and repeat customers, showcasing the possibilities of what they could create with the retailer's products.



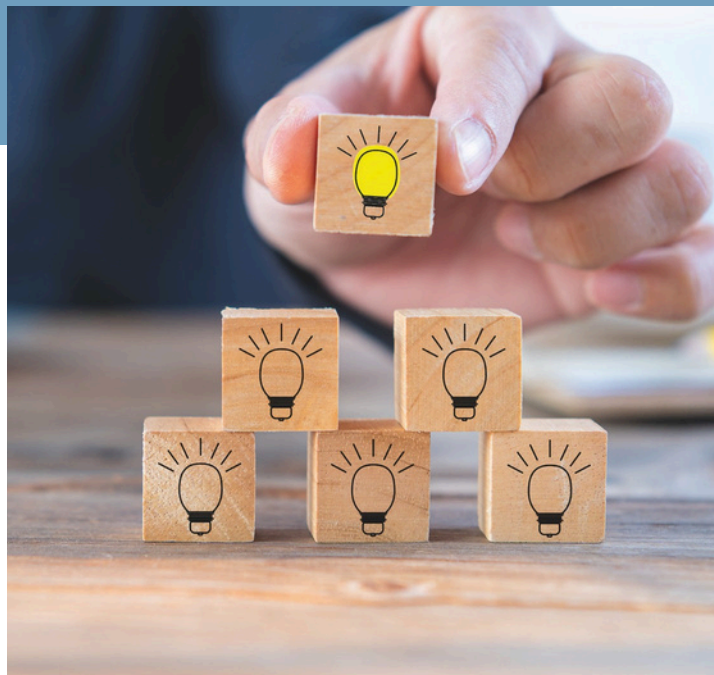


# THE OUTCOME

## WHAT RESULTS DID WE ACHIEVE?

By implementing a full-funnel strategy across Meta and Pinterest, I was able to reach new customers while keeping existing customers engaged.

- Sustained a significant and stable 8X ROAS over a 2-year period
- Reached over 25 million new people, significantly expanding the client's customer base and increasing brand awareness.
- Increased new site visitors driving \$0.16 CPC on top-of-the-funnel traffic campaigns compared to the industry average of \$.56 CPC.



**ARE YOU READY TO SCALE YOUR BUSINESS WITH  
MARKETING STRATEGY AND LEADERSHIP?**

**BOOK A CALL**

