



How USTA's Social-Powered Retail Experience Drove Sales

USTA needed to find a way to capitalize on the US Open, a tentpole event that came and went within just two weeks each year. For the past several years, they'd been trying to reach the millennial group, because their target demographic tends to skew older. They knew that in order to reach millennials, they needed to focus their efforts on retail in a fresh, authentic way.

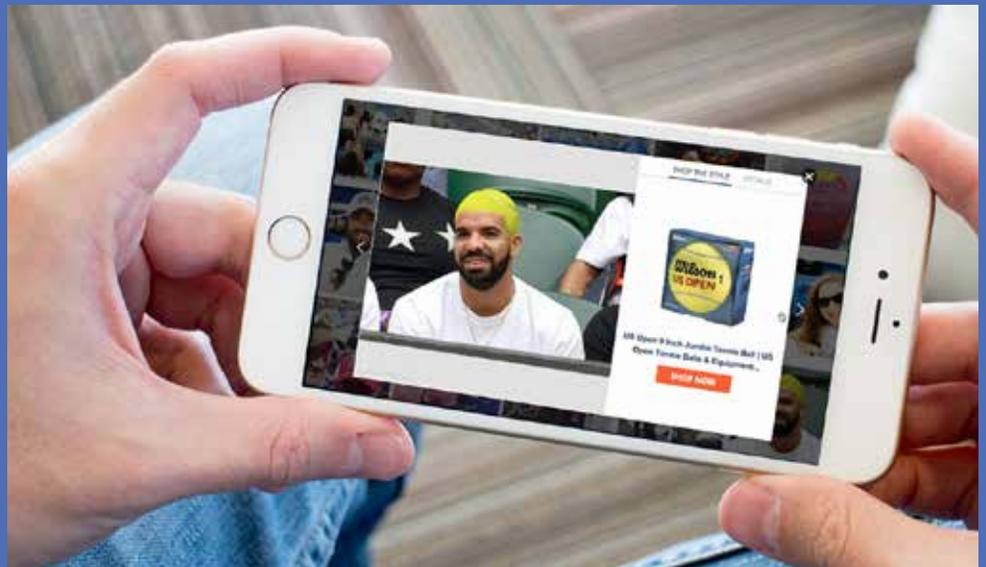
"Spredfast Experiences enabled our marketing and merchandise teams to collaborate in a way they never had before."
 Brian Ryerson, Manager of Digital Strategy, USTA

To expand their target audience, USTA needed to find an organic way to market to millennials, a notoriously savvy audience. They also needed to build trust with a different audience which they had previously not engaged. They partnered with Spredfast to create a gallery of authentic content that would resonate with millennials. By pairing products with engaging social content, USTA turned browsers into buyers, driving traffic from the shoppable gallery to the product page in their online merchandise store.

“Millennials are not as inclined to click on logos,” USTA’s Ryerson explains. They wanted to expand retail sales and be able to link those sales directly to social referrals—so they leaned on the Spredfast platform.

“We focused on utilizing UGC and capitalizing on that for a business purpose.”

Brian Ryerson, Manager of Digital Strategy, USTA



How they made it work:

Linked social content to individual product pages to drive online conversions directly from social

Tracked every conversation happening at and around the US Open

Identified and curated the content most relevant to the brand and its audience

Results:

By using Spredfast technology and speaking in an organic way to a millennial audience, USTA saw increases across the board in engagement and awareness. By linking social to purchase, USTA created an opportunity to place merchandise in front of their audience in a ground-breaking, genuine way.



“Via Spredfast we were able to capitalize on all the conversation at #usopen and #shopthestyle and directly link them to our US Open shop—and attribute it back to the social conversation.”

Tara Osterhoudt, Manager of Digital Strategy and Partnership, USTA

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