

FADED MOON Case Study

Utilized the Roster application form to [recruit 1,200 new ambassadors](#) and [revenue from shareable discount codes](#) from Roster ecommerce integration within 30 days.

Company background

Faded Moon is a clothing brand and online store that sells trendy yet relaxed apparel and accessories for teenagers and young adults.

Industry

Fashion

Employees

1 employee (part-time, high school student)

Challenges

- Solo team with no experience
- Limited time and financial resources
- Simple product offering (a few sweatshirts)
- Making a name for a new brand

Objectives

When Faded Moon's founder sought to turn her online friendships into a thriving business, COVID was the perfect opportunity. The goal was to leverage her small brand community to:

- 1 Track social awareness
- 2 Empower her social followers
- 3 Build loyalty with an inclusive community



"Our ambassadors are very involved, and Roster has been a great way to connect everyone.

The ambassador community likes each other so much they even started Instagram and Snapchat group chats together!"

FADED MOON

Solution

Faded Moon started two communities using the Roster Platform. The 17-year old high school student managed the programs.

Ambassador Community

Social follower
Non-customer

Goals

- High-quality content
- Social awareness & reach
- Sales

Rewards

- Personal product discounts
- Shareable discount code
- Exclusive access to sales & new product

Friends Community

Existing customer

Goals

- Repurpose UGC
- Close social community
- Sales

Rewards

- Commission
- Personal discount code & cash coupon
- Sharable discount code

Results after 6 months



@shopfadedmoon



250% more Instagram followers grew from > 6k to 20.7k



User-generated content

350 posts from ambassador & friends communities



Sales growth



2.1x increase in new customers



revenue up **14x**



Return on investment

8.6x ROI from advocate community referral sales and personal orders

Recruited 1,200 ambassadors with the Roster application form on website.
450 active community members.