

ROSTER

FADED MOON Case Study

Utilized the Roster application form to <u>recruit 1,200 new</u> <u>ambassadors</u> and <u>revenue from shareable discount codes</u> 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

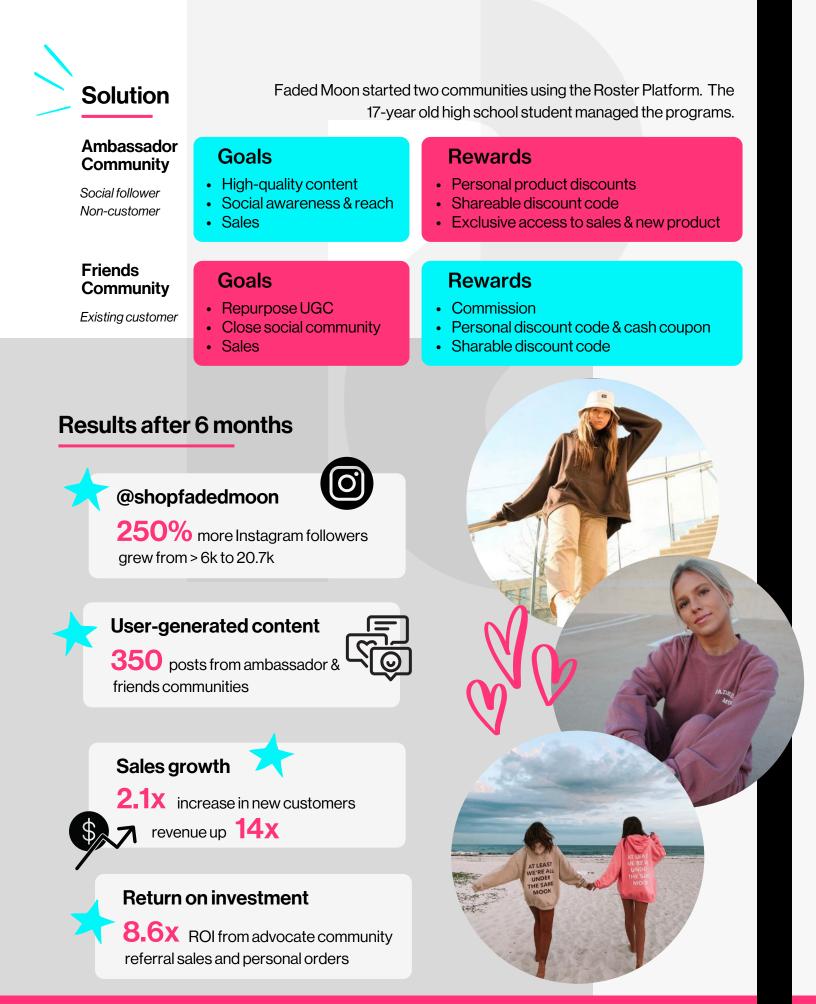
When Faded Moon's founder sought to turn her online friendships into a thriving business, COVID was the perfect opportunity. The goal was to leverage her small brand community to:

- 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



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