





Empowering **The Oodie** with TikTok Marketing



**300k**

Followers on TikTok



**\$15M**

Added on Yearly Revenue

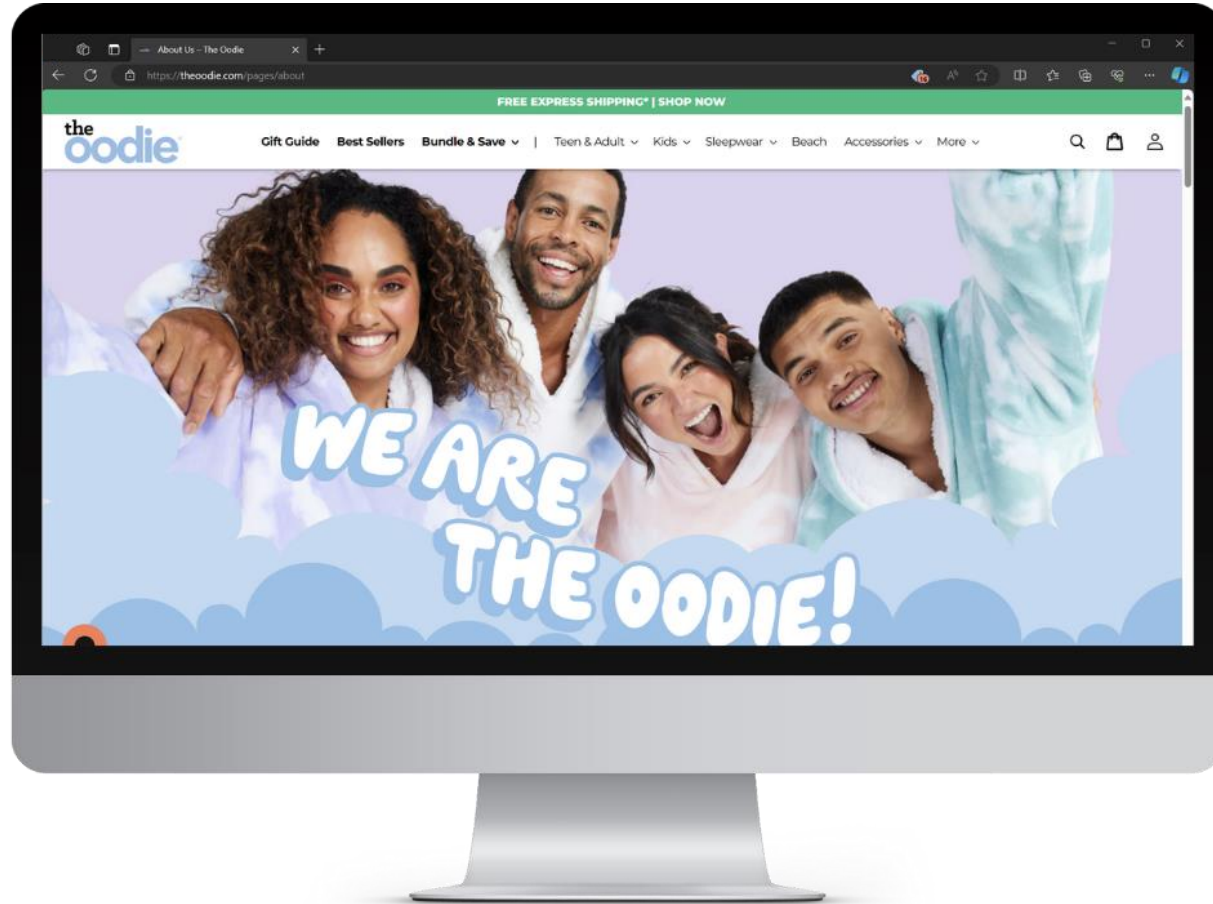
How **Young With Solutions** Propelled **The Oodie** to TikTok Stardom

In the fast-paced world of e-commerce, **The Oodie** found itself grappling with over-dependence on Meta ads and a lack of presence on emerging platforms like TikTok.

Recognizing the need for a strategic shift, **Young With Solutions** stepped in to redefine **The Oodie**'s digital marketing approach, bringing about unprecedented success on TikTok.



# The Company: **the oodie**®



**The Oodie**, a prominent e-commerce brand specializing in cozy and quirky products like Sleep Tees, Robes, Pajamas, Slippers, and more, faced a marketing dilemma. Despite having numerous creators showcasing their products on various platforms, the absence of a dedicated community and reliance on Meta ads left **The Oodie** struggling to tap into the potential of TikTok.

# The Challenge:

## The Struggle with Meta-Dependence and Unfamiliarity on TikTok

**The Oodie** found itself at a crossroads, grappling with a dual challenge. Firstly, the overreliance on Meta ads left the brand vulnerable to shifts in advertising dynamics.

Secondly, the absence of a dedicated presence on TikTok showcased a lack of familiarity with the nuances of the platform, hindering their ability to tap into its vast and engaged audience effectively.



TikTok Engagement



Winning Content Formula



Diversified Channels

# The Breakthrough

**Young With Solutions** devised a comprehensive strategy to elevate **The Oodie's** presence on TikTok:

## Initial Content Creation



Recognizing the need for a fresh start, **Young With Solutions** took charge of creating **The Oodie's** first set of TikTok videos, laying the foundation for a captivating content strategy.

## Engagement Boost

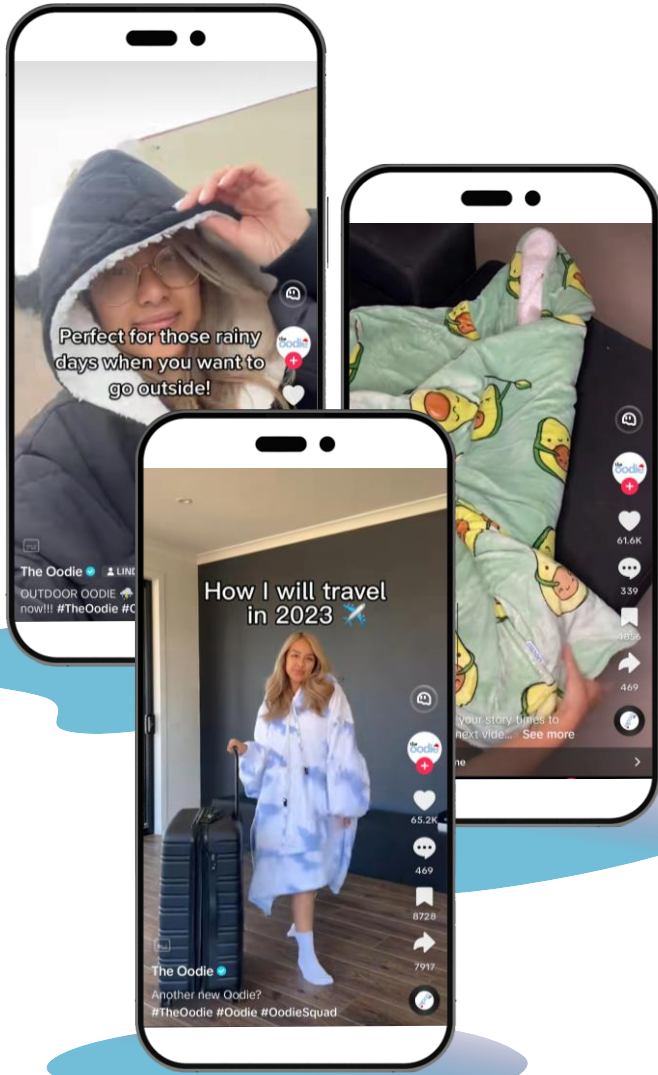


Leveraging their own TikTok following, **Young With Solutions** gave **The Oodie's** account an initial boost by shouting them out on my popular TikTok account (@timotechanut), garnering crucial initial engagement.

## Winning Content Formula



Through meticulous analysis and experimentation, **Young With Solutions** identified a winning content formula. Rather than a sales-centric approach, the focus shifted to connecting with the audience, fostering a more genuine and relatable brand image.



# The Breakthrough

## Hiring a Full-Time Content Creator



To scale the impact, **Young With Solutions** recommended hiring a full-time content creator. This move ensured a consistent flow of engaging content tailored for the TikTok audience.

## Influencer Collaborations & Challenges



To fuel the momentum, **Young With Solutions** orchestrated influencer collaborations and challenges. Notable collaborations with influencers such as *@emmyrachel*, *@tarah.and.barry*, and *@starr* further amplified **The Oodie's** reach.

## Ads Reinforcement

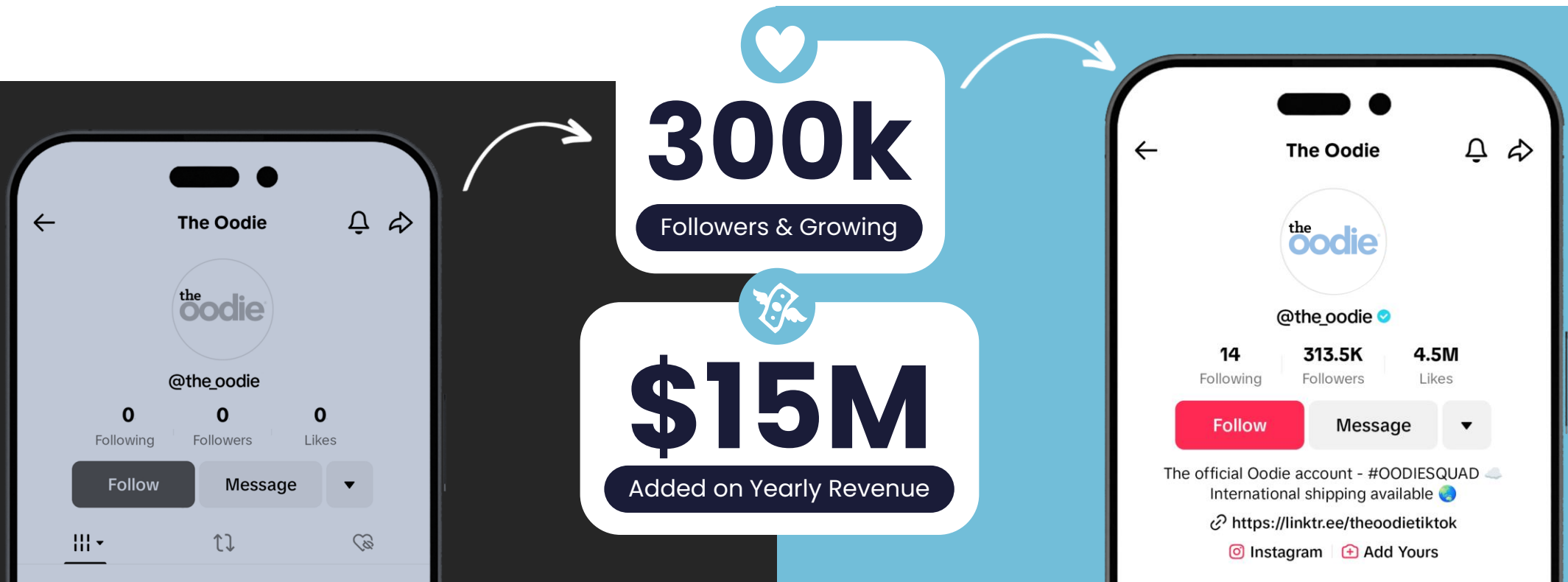


Ads were strategically employed to complement the organic growth, creating a synergistic marketing approach.



# The Breakthrough: The Result

**Young With Solutions** implemented a transformative strategy, resulting in significant achievements for **The Oodie**. Within a mere 8 months, **The Oodie's TikTok account skyrocketed from 0 to 300k followers**. TikTok became a crucial revenue stream, **adding over \$15 million to their annual earnings**. **The Oodie** successfully attained the status of a household name, firmly establishing its dominance in the market.





# Transformative Partnership

The success of **The Oodie**'s TikTok journey with **Young With Solutions** underscores the significance of adaptability and innovation in digital marketing. By understanding the nuances of TikTok, prioritizing community engagement, and implementing a holistic approach, **Young With Solutions** not only propelled **The Oodie** to TikTok stardom but also established a blueprint for navigating the evolving landscape of e-commerce marketing.

