

*The Klutch*

# The Klutch Factor Driving Rap Snacks' Online Growth

James Lindsay, although not known for his musical or rapping abilities, is a pioneer in creating iconic brand partnerships in the rap industry. In 1994, he launched Rap Snacks, a snack food brand that collaborates with well-known Hip Hop artists to create its products. Within a short time, Lindsay turned his B2B company into a multi-million dollar business, increasing the brands' awareness with the likes of Lil Baby, Nicki Minaj, the Migos, Rick Ross, Master P, and Snoop Dogg to name a few.

However, Lindsay realized the importance of broad appeal rather than solely relying on external entities and shifted his focus to generating direct income. This drive presented new challenges, but with the help of Blair Walker, Founder and CEO of The Klutch Mgmt, Rap Snacks entered the D2C market with effective marketing pipelines and automated tools to drive sales and optimize their marketing efforts.

***"Automation offers the ideal opportunities for product development and increasing AOV. Through automation I was able to develop the #1 product for Rap Snacks' E-commerce division."***



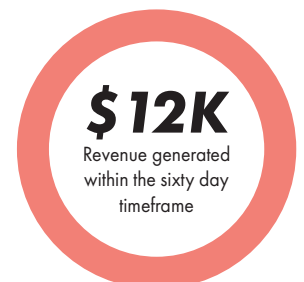
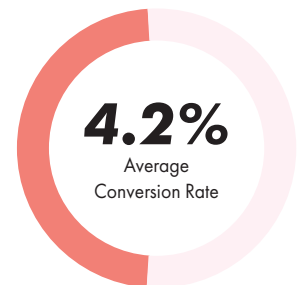
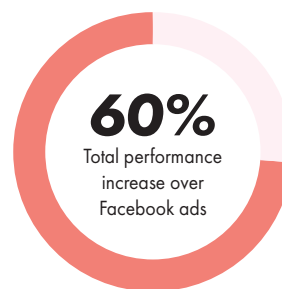
**Blair Walker**  
CEO at The Klutch Mgmt, LLC  
*The Klutch*

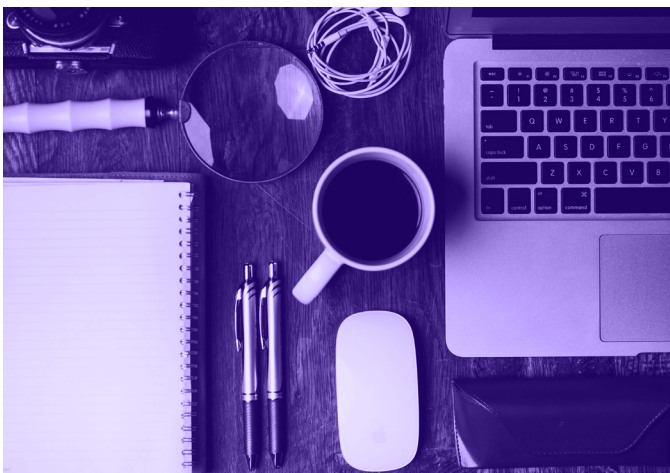
## The Challenge

Rap Snacks, already serving major retailers (such as Best Buy, Walmart, Kroger, Sam's Club, and Target), aimed to move towards direct-to-consumer sales and improve customer engagement. To achieve this, they needed to provide a tailored and efficient customer experience while still offering a top-tier brand experience. This required a new approach to sales, ease of sales and hitting the market with momentum. Walker, who had expertise in the area, took on the challenge by reviewing Rap Snacks' online sales processes to identify areas for improvement and fix potential issues that could result in lost sales.

## First Sixty Days

### SMS Messaging Campaign

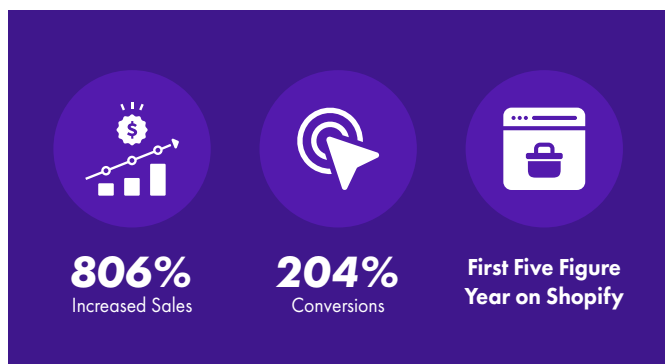




## The First Sixty Days

Blair Walker, Founder and CEO of The Klutch Mgmt, understood the importance of automation in maximizing sales. She implemented campaigns using SMS marketing for new customers, email marketing for existing customers, and abandoned cart flows for potential customers. The campaigns were personalized and humanized to better connect with customers and stay top of mind. With the use of automation tools, missing a sale became less of an option and the brand could generate more accurate sales over time by tracking customer interests and preferences.

Rap Snacks was able to achieve significant results in sales and conversions through the help of The Klutch's customer segmentation and marketing automation strategies. The Klutch synced automated messages with Rap Snacks' Shopify store and social media, which allowed the brand to communicate more effectively with customers and offer exclusive deals, specials, and discounts. These strategies resulted in over 20,000 new email and phone contacts, an 806% increase in sales, and a 204% increase in conversions in just 5 months.



The welcome message, or "pop-up", upon visiting the site had an average CTR of 17% and a 5.1% conversion rate, generating over \$12,000 in revenue within 60 days of testing.

## SMS Welcome Campaign

**17%**

Click-through rate.

**5.1%**

Conversion rate.

## First Sixty Days



**20,000**

New emails & phone numbers.

**\$12,000**

Revenue through messaging

Not to mention, The Klutch helped Rap Snacks develop its top-selling product which remained at #1 for 5 consecutive months generating over \$36k in revenue in 5 months alone with a sale price of \$59.99.

### Key Takeaways:

- SMS Marketing outperformed FB ads by 60%.
- 10,118 messages were sent, resulting in a 10% average click-through rate and a 3.2% average conversion rate.
- Over 11,000 emails and 5,000 SMS contacts were collected.
- Automation played a key role in defining customers, identifying their needs, and improving service.
- Generated revenue of \$12,851 through messaging within the first 60 days.

## Shore Up the Fundamentals

Walker's focus on gathering reports and analyzing performance metrics is a critical component of effective product management and development. By leveraging this data, Walker was able to gain valuable insights into the current state of processes, team needs, and execution methods. Additionally, she was able to better understand the performance of each product on the Rap Snacks site, including e-commerce and SEO rankings, which allowed her to make informed decisions about product development and promotion. With this information, Walker could identify areas of improvement and work closely with the teams to provide assistance and coordinate efforts, ultimately resulting in a faster, more predictable turnaround time for product delivery. Through these efforts, Walker was able to help set a guaranteed ship date for the products, ensuring customer satisfaction and improving the overall success of the product development and management process.

From the customer-facing side, Walker ensured customer and vendor emails were closely monitored and responded to within 24 hours, Shopify content was consistent and in accordance with Amazon content, and utilized bundles to generate higher average order values from the higher quantity items more typically purchased.



**Automation  
Drive Success**



**Customer  
Support Always**



**SMS Messaging  
is a Must**

From the customer-facing aspect, Walker took proactive measures to ensure prompt and efficient communication with both customers and vendors. She monitored and responded to emails within 24 hours, maintaining consistency between Shopify and Amazon content.

Additionally, Walker implemented the use of bundles to increase the average order value by offering higher quantity items. This helped to drive sales and generate revenue.

### Key Takeaways:

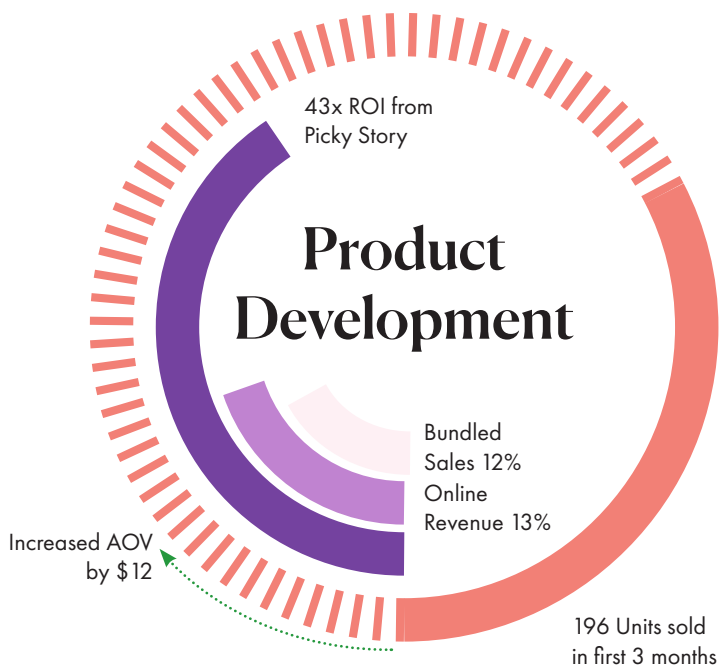
- Regular performance monitoring of each department enabled a better understanding of product details, e-commerce and SEO rankings, and assisted with product management, resulting in faster turnaround times and increased efficiency.
- Streamlining processes and identifying team needs was instrumental in achieving guaranteed ship dates and improving operational efficiency.
- Implementing bundled packages of high-selling items proved to be an effective method for increasing average order value and generating additional revenue.
- Timely and attentive customer service is critical to a successful transition to a direct-to-consumer (D2C) sales strategy, and can lead to increased customer loyalty and higher conversion rates.

## Successful Scaling through Adaptation and Flexibility

As Rap Snacks expanded its product line with collaborations with famous artists and increased its customer engagement, the company faced the challenge of adapting to its growing scale. To overcome this, Walker leveraged her expertise and introduced PickyStory, a platform that streamlined the marketing process and enabled the creation of sales, bundles, discounts, deals, and efficient product management.

Thanks to PickyStory's innovative features, Rap Snacks could track and automate bundle sales, prevent the sale of out-of-stock products in a bundle, and promote its special offers on social media. One of the most successful bundles was the Family Reunion Bundle, which saw a 162% increase in units sold within just three months.

The result of this adaptation was a significant boost in sales and revenue for Rap Snacks. Bundle sales alone increased by 12%, online revenue rose by 13%, and the company achieved a 43X return on investment from PickyStory. Regenerate response



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**Top Selling Product**

**Rap Snacks "Family Reunion Bundle"**

- Top selling product for 5 consecutive months in a row
- Product increased sales by 162% in the first 3 months
- Generated over \$17K in revenue in the first 3 months selling over 200 units
- 12% overall sales increase, & 13% increase in online revenue
- 43x ROI

### Key Takeaways:

- Automated tools, such as PickyStory, play a crucial role in ensuring efficient and error-free bundle creation and product management
- Customer-focused sales strategies benefit from precise and adaptable tools for offer creation
- Scaling effectively requires the integration of automation to facilitate quick pivots.



## In Conclusion

To conclude, the collaboration between Walker and the Rap Snacks marketing team successfully implemented up-to-date e-commerce strategies that greatly increased revenue for the brand. The adoption of smarter marketing methods, such as personalized SMS messaging and exclusivity, contributed to the creation of the brand's first five-figure month of sales on Shopify.

Additionally, the implementation of automation for email and SMS campaigns, active customer service, and automated sales assets and software for special offers led to a significant increase in total sales, store conversions, and returning customers. The improvements made to functional systems and processes within the organization also created standardized flows and hierarchical actions, ultimately elevating the customer service experience.

As a result, abandoned carts decreased, and the brand saw a significant increase in sessions worldwide.

By focusing on implementing these essential structures, Rap Snacks was able to place itself in an advantageous position for rapid growth and future success.