

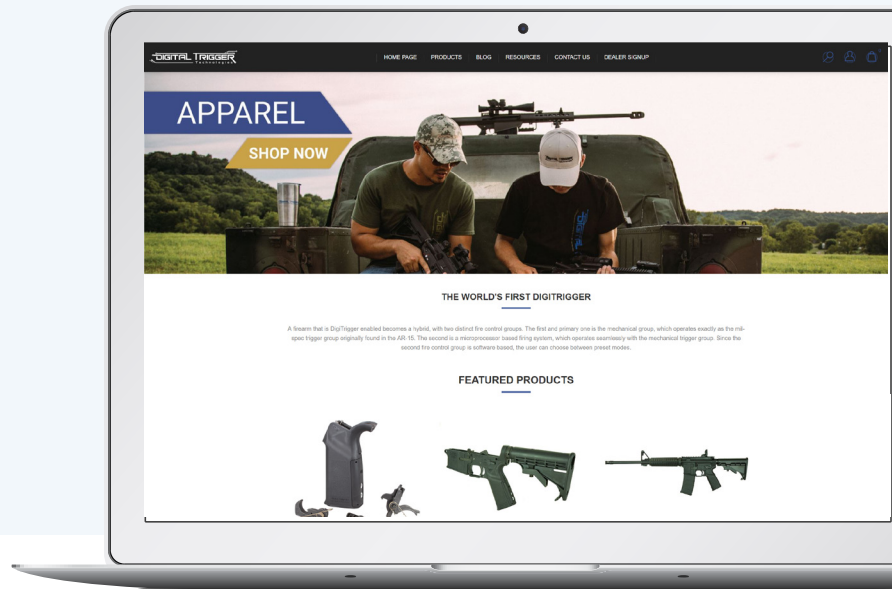
Results

Total Marketing Spend **80K**

Total Facebook Followers Added **19K**

Revenue Generated **800K**

DigiTrigger is a start-up company that developed a unique trigger system in the firearms industry. We used a pre-launch Facebook campaign to drive awareness for this product, and used a hype video and a 3 minute informational video to drive people to a landing page that collected emails. On launch day, DigiTrigger made over 70K due to the emails we collected. Since then, we have added affiliate marketing, YouTube, and Google Ads on top of our Facebook strategy to grow the business and produce over 800K in revenue.



“Empirical 360 has been a huge driving force in our marketing efforts for DigiTrigger. They helped us create a very robust infrastructure and without it we would be in trouble. I highly recommend them for all your marketing efforts.”

Justin Robinette, Owner Of DigiTrigger