

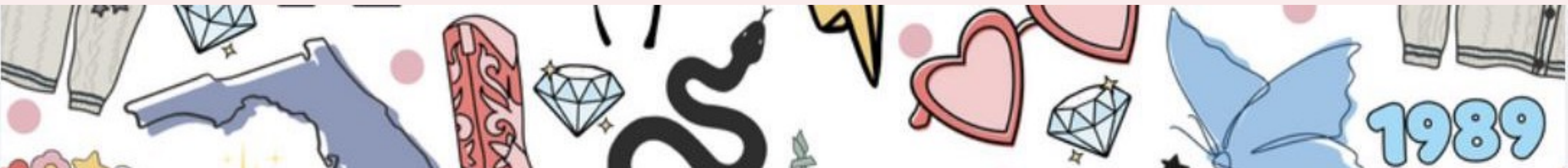


In My Revenue Era

How Taylor Swift helped me
generate \$200,000

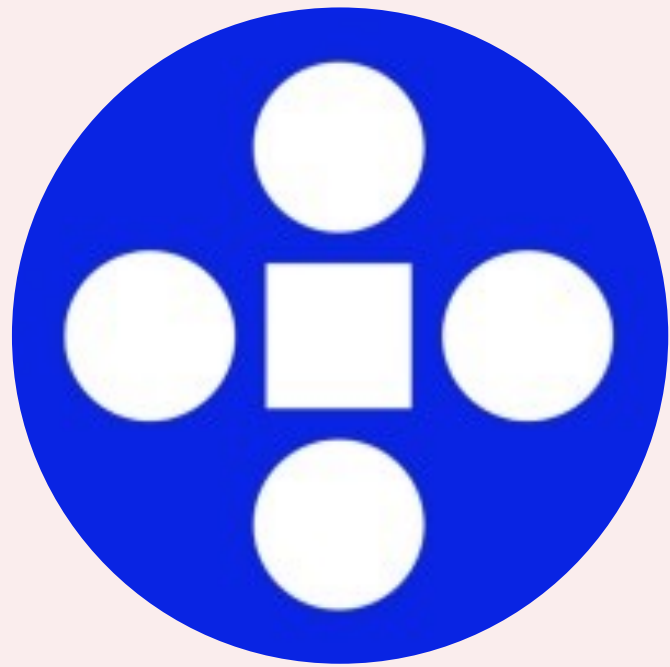
Sophie Smith

Content Executive - LOOKFANTASTIC



A moment for me

6+ years copywriting experience



💖 How do you jump on a moment ***effectively***?

💜 How do you keep yourself ***relevant to the moment***?

💚 How do you *enhance your efforts* with ***channel alignment***?

NASTY GAL



When Taylor Swift gives you an inch, run a mile....

The Eras tour starts
17th March 2023.

Nasty Gal Tinsel Jacket skyrockets
in popularity over the weekend- a
400% increase in clicks 📈

The Eras tour starts
17th March 2023.





Nasty Gal Tinsel Jacket skyrockets
in popularity over the weekend- a
400% increase in clicks 📈

The Eras tour starts
17th March 2023.

Nasty Gal Tinsel Jacket skyrockets
in popularity over the weekend- a
400% increase in clicks 📈

The Eras tour starts
17th March 2023.

- SEO and Ecomm searched for legal approval.
- Social got to work promoting the Tinsel Jacket.
- **I started writing.**

Nasty Gal Tinsel Jacket skyrockets
in popularity over the weekend- a
400% increase in clicks 📈

The race for relevance was ON ✅

The Eras tour starts
17th March 2023.

- SEO and Ecomm searched for legal approval.
- Social got to work promoting the Tinsel Jacket.
- **I started writing.**

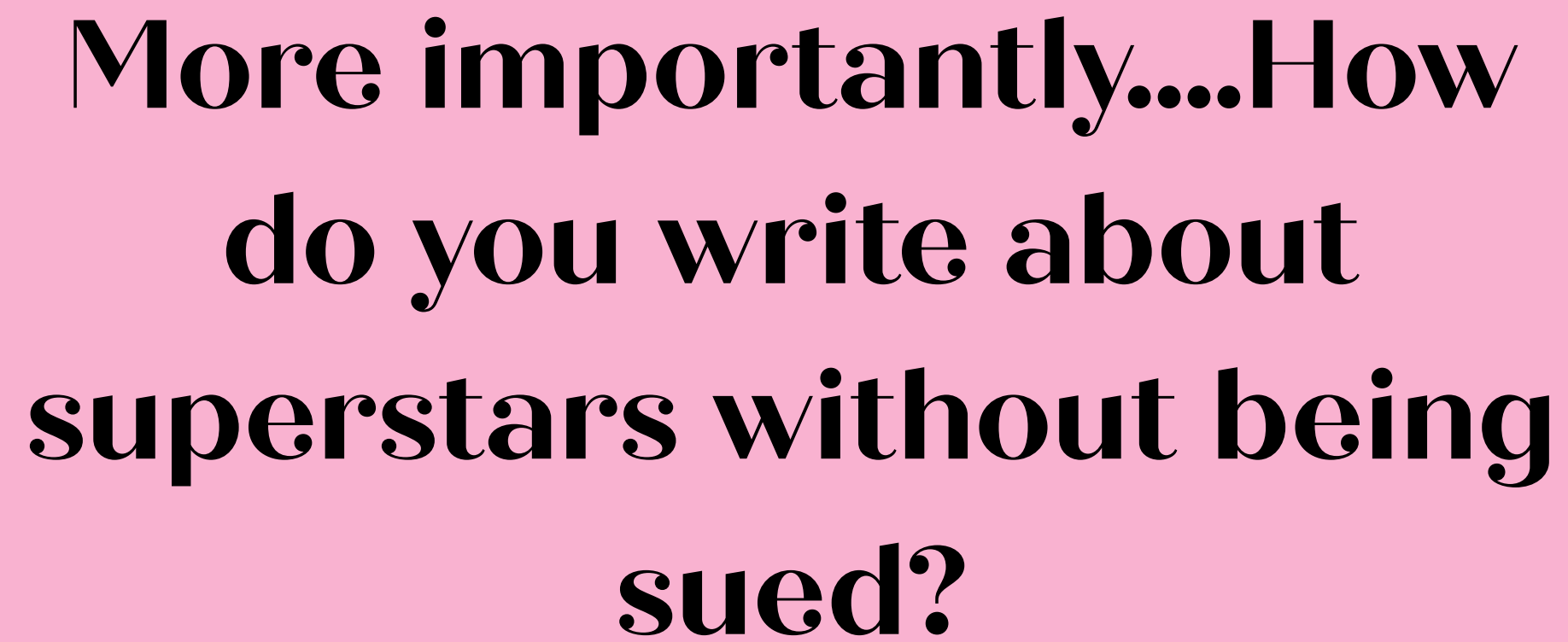
But ***how*** do you jump on a moment?

But *how* do you jump on a moment?


Pay. Attention. To. The. Culture.

Summer 2023 🌞

- The Eras Tour – Taylor Swift
- Love on Tour – Harry Styles
- Renaissance – Beyonce
- The Celebration Tour – Madonna



**More importantly...How
do you write about
superstars without being
sued?**



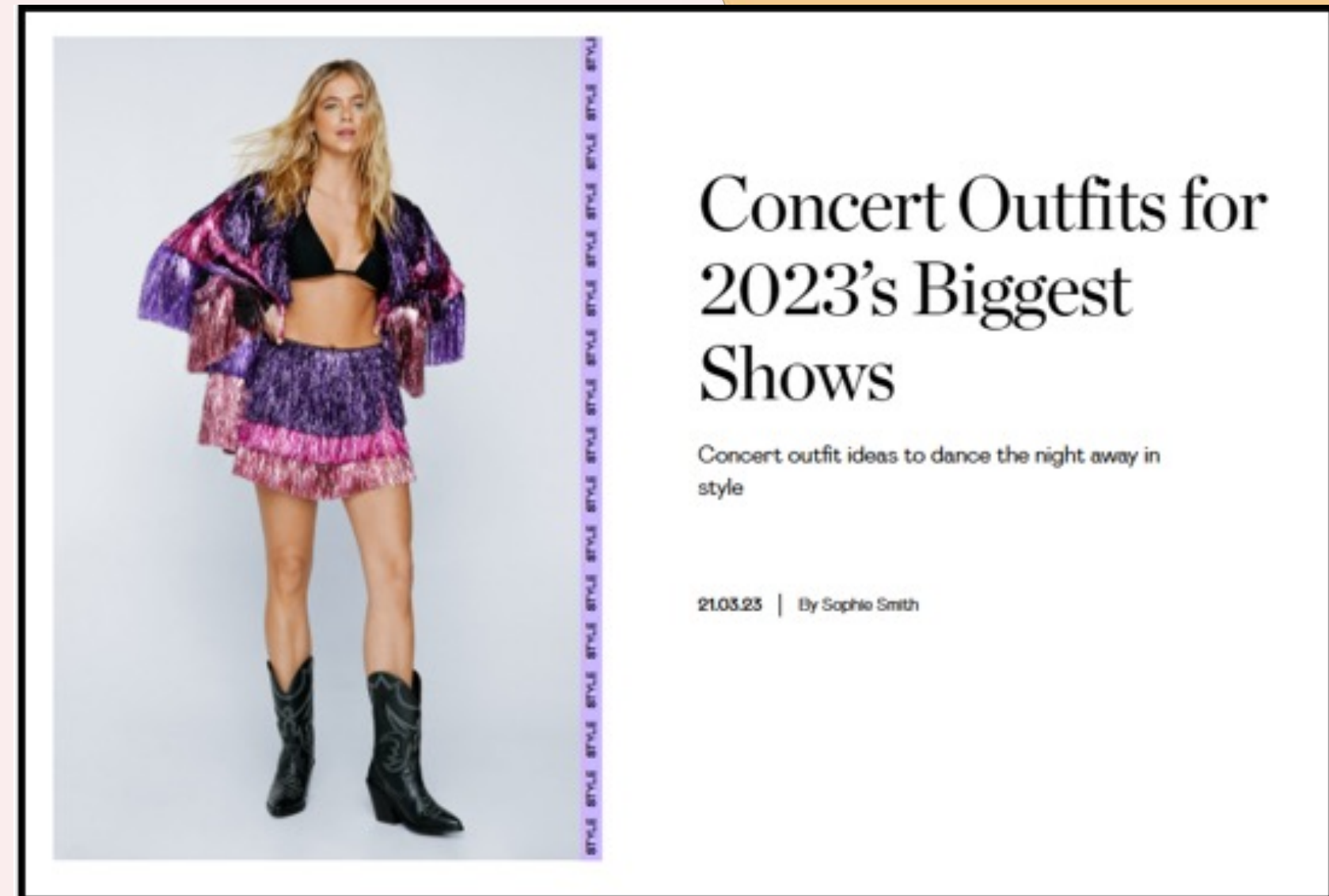
Concert Outfit Ideas for 2023

2023 seems to be the year that big concerts return. From everyone's favorite former British boyband member, to the girl who has us all discussing our fave "Eras", to icons who are celebrating four decades of stardom, and who taught us who truly does run the world, the biggest artists on the globe are touring, bringing some much needed live entertainment to our nearest cities and stadiums.

But *how* do you jump on a moment?

Headings

- Outerwear for concert outfits
- Dresses for concert outfits
- Skirts for concert outfits
- Tops for concert outfits
- Shorts & pants for concert outfits
- Concert outfit accessories
- Hats and hair accessories
- Jewellery for concerts
- Shoes for concert outfits



Nasty Gal Tinsel Jacket skyrockets
in popularity over the weekend- a
400% increase in clicks 📈

The Eras tour starts
17th March 2023.

- SEO and Ecomm searched for legal approval.
- Social got to work promoting the Tinsel Jacket.
- **I started writing.**

Nasty Gal Tinsel Jacket skyrockets
in popularity over the weekend- a
400% increase in clicks 📈

Some of the first
coverage of the “Eras
Tour” outfits.

The Eras tour starts
17th March 2023.

- SEO and Ecomm searched for legal approval.
- Social got to work promoting the Tinsel Jacket.
- **I started writing.**

Nasty Gal Tinsel Jacket skyrockets in popularity over the weekend- a 400% increase in clicks 📈

Some of the first coverage of the “Eras Tour” outfits.

The Eras tour starts 17th March 2023.

So. Many. Links.

Are these picks not quite hitting the mark for you? Fear not, as this is just the tip of our concert and festival content iceberg!

Check out our top picks of [festival accessories](#), as well as [what to wear to a country concert](#), [what to wear to a festival](#), [boho outfits for festival season](#), and the [top festival trends of 2023](#).

- SEO and Ecomm searched for legal approval.
- Social got to work promoting the Tinsel Jacket.
- **I started writing.**

Nasty Gal Tinsel Jacket skyrockets
in popularity over the weekend- a
400% increase in clicks 📈

Some of the first
coverage of the “Eras
Tour” outfits.

SEO optimised
headings, and
keywords in the alt text
of every single product.

The Eras tour starts
17th March 2023.

So. Many. Links.

- SEO and Ecomm searched for legal approval.
- Social got to work promoting the Tinsel Jacket.
- **I started writing.**

Nasty Gal Tinsel Jacket skyrockets in popularity over the weekend- a 400% increase in clicks 📈

Some of the first coverage of the “Eras Tour” outfits.

SEO optimised headings, and keywords in the alt text of every single product.

The Eras tour starts 17th March 2023.

So. Many. Links.

Created a one-stop shop for fun, relevant, niche products.

- SEO and Ecomm searched for legal approval.
- Social got to work promoting the Tinsel Jacket.
- **I started writing.**

It began ranking 🙄🙄

Nasty Gal Tinsel Jacket skyrockets in popularity over the weekend- a 400% increase in clicks 📈

Some of the first coverage of the “Eras Tour” outfits.

SEO optimised headings, and keywords in the alt text of every single product.

The Eras tour starts 17th March 2023.

So. Many. Links.

Created a one-stop shop for fun, relevant, niche products.

- SEO and Ecomm searched for legal approval.
- Social got to work promoting the Tinsel Jacket.
- **I started writing.**



The result?

✓ **Revenue:** +68% to \$23,156.55

✓ **Sessions:** +9% to 34,336

✓ **CR:** +57% to 3.19%.

✓ **Organic sessions:** +16.03% 17,612

✓ **Organic traffic split:** +5.67% to 51.29%.

✓ **Reached position 1 for "concert outfit ideas"** – 15k monthly search at the time

Thanks Taylor 🤝

✓ **Revenue:** +68% to \$23,156.55

✓ **Sessions:** +9% to 34,336

✓ **CR:** +57% to 3.19%.

✓ **Organic sessions:** +16.03% 17,612

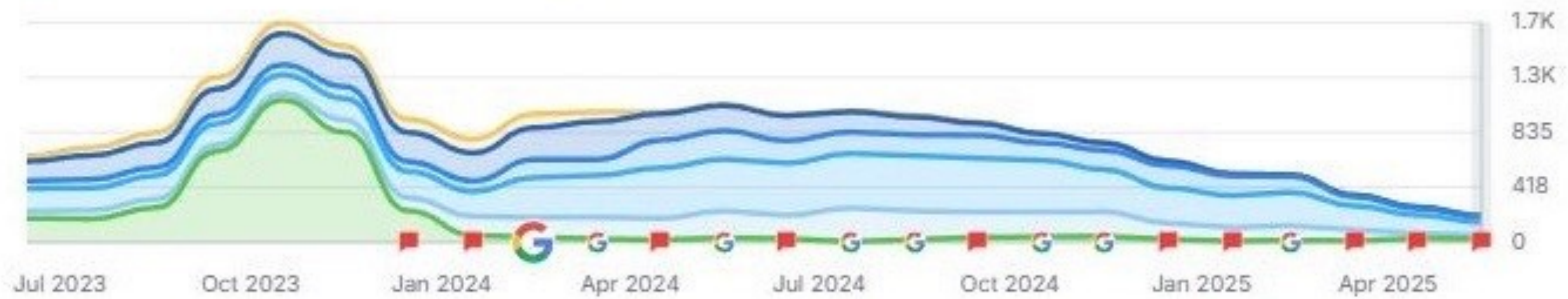
✓ **Organic traffic split:** +5.67% to 51.29%.

✓ **Reached position 1 for "concert outfit ideas"** – 15k monthly search at the time



Organic Keywords 202

✓ Top 3 ✓ 4-10 ✓ 11-20 ✓ 21-50 ✓ 51-100 ✓ SERP Features



1M 6M 1Y 2Y All time

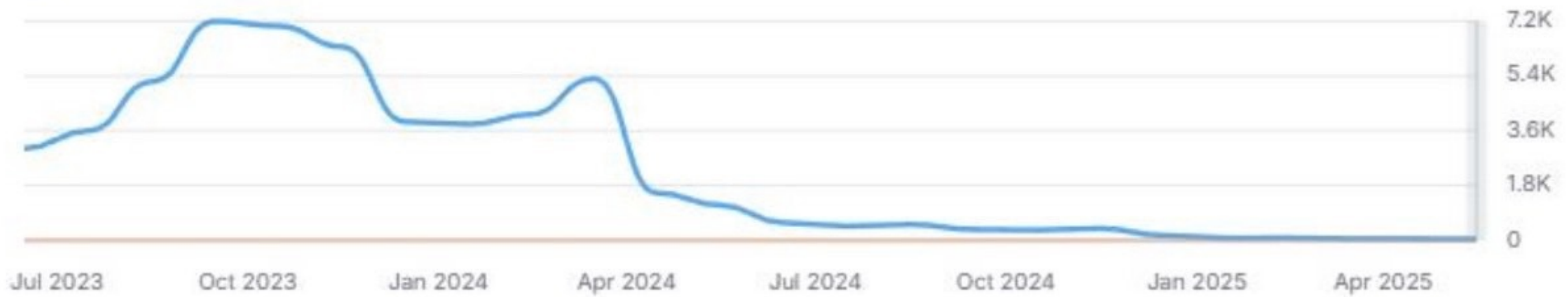
Days

Months

↑ Export

Organic Traffic 41/month

☒ Organic Traffic ☒ Paid Traffic | ☐ Notes ▾



Organic Keywords 202

☒ Top 3

☒ 4-10

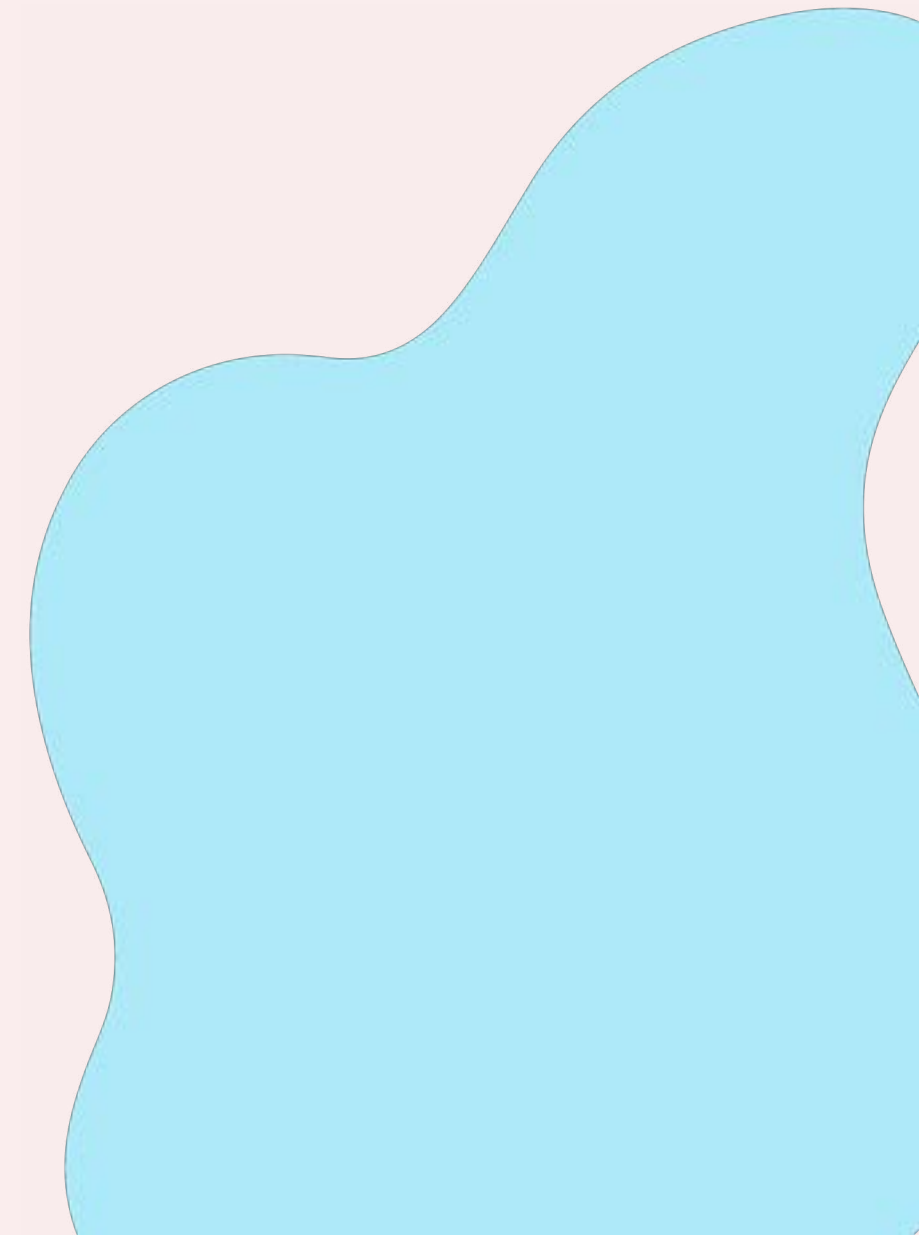
☐ 11-20

November 2023

☒ SERP Features



But ***how*** do you stay relevant?



But *how* do you stay relevant?

 **Weekly (sometimes bi-weekly) updates.**

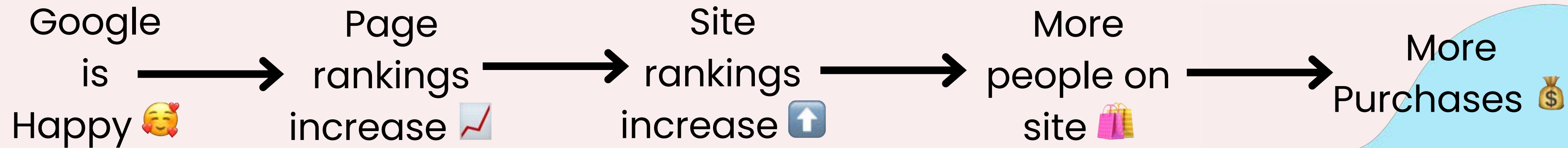
 **Pay attention to market and trends**

- People wearing bold colours and sequins to HSLOT?
- Beyonce personally requests everyone wear silver to renaissance?
- Nicki Minaj announces a tour?

 **Update OOS products**

- Keep people on your page to keep Google happy.

Staying relevant keeps YOU relevant



Stage 3: Channel Alignment



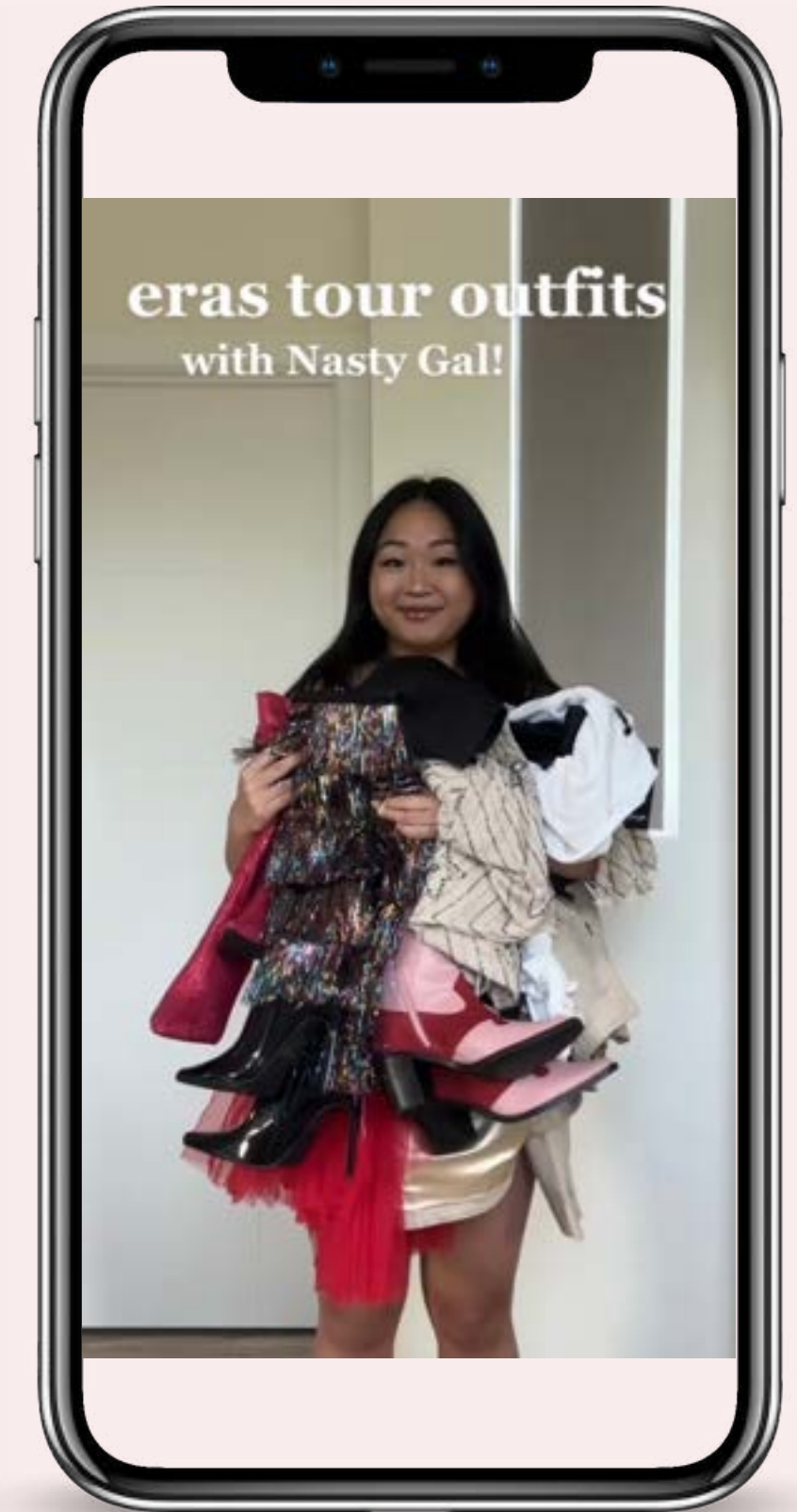
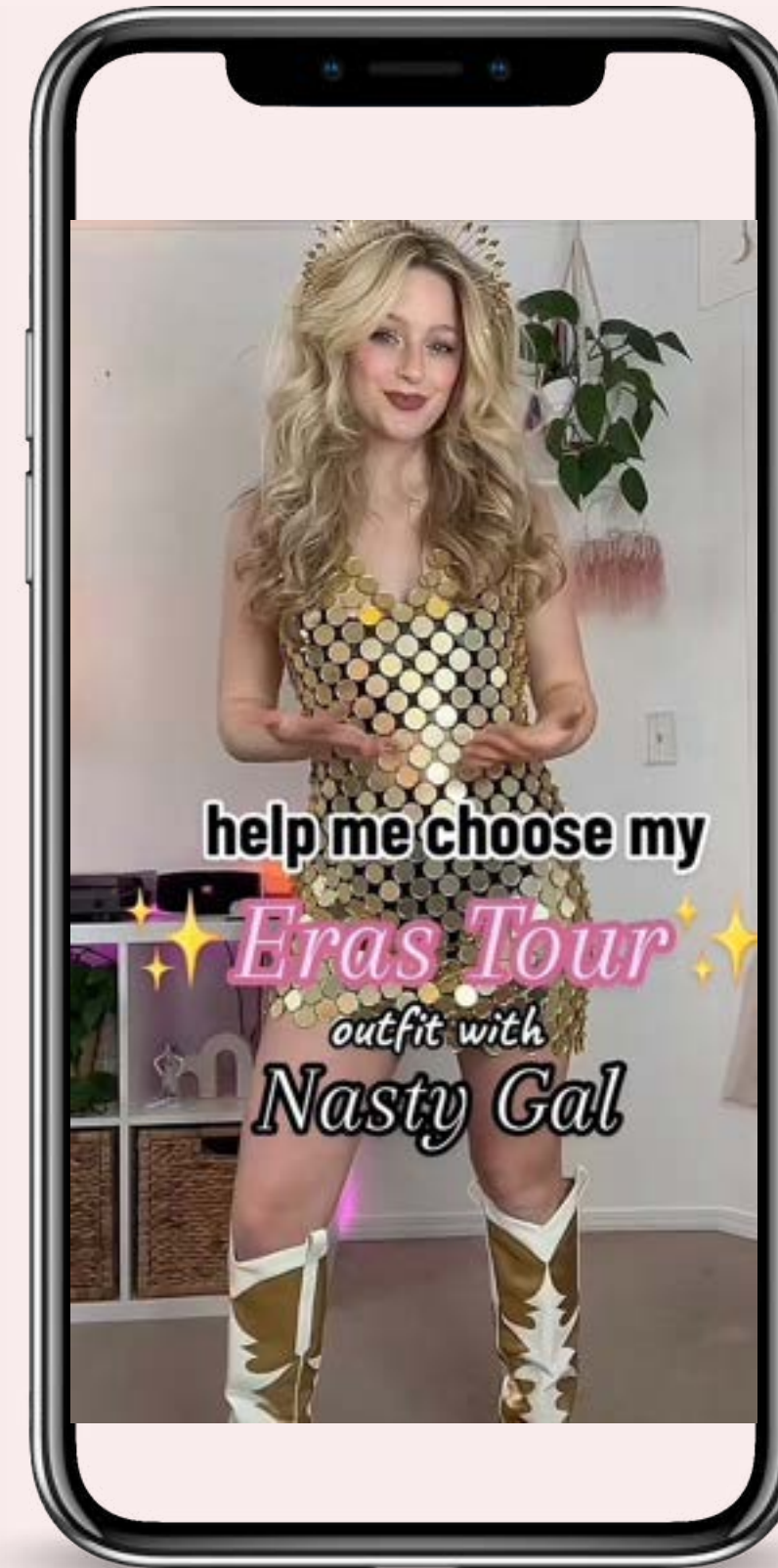
Social media was the other heavy lifter



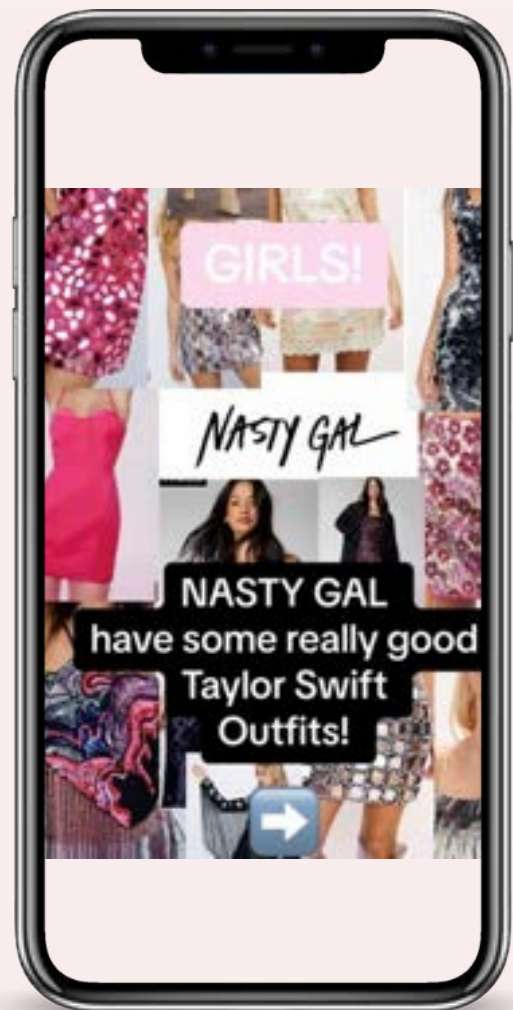
Buying and design teams



Influencer activations



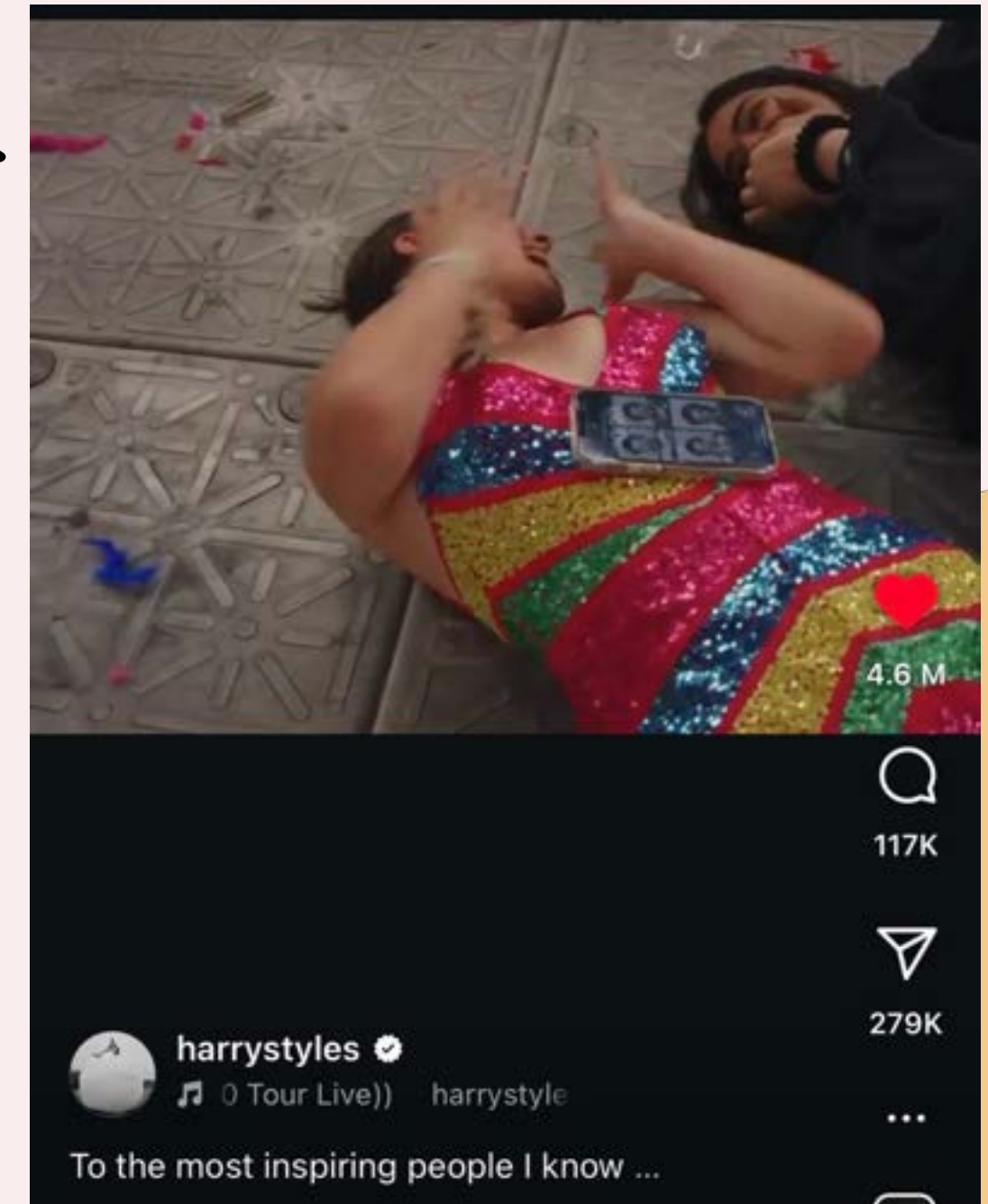
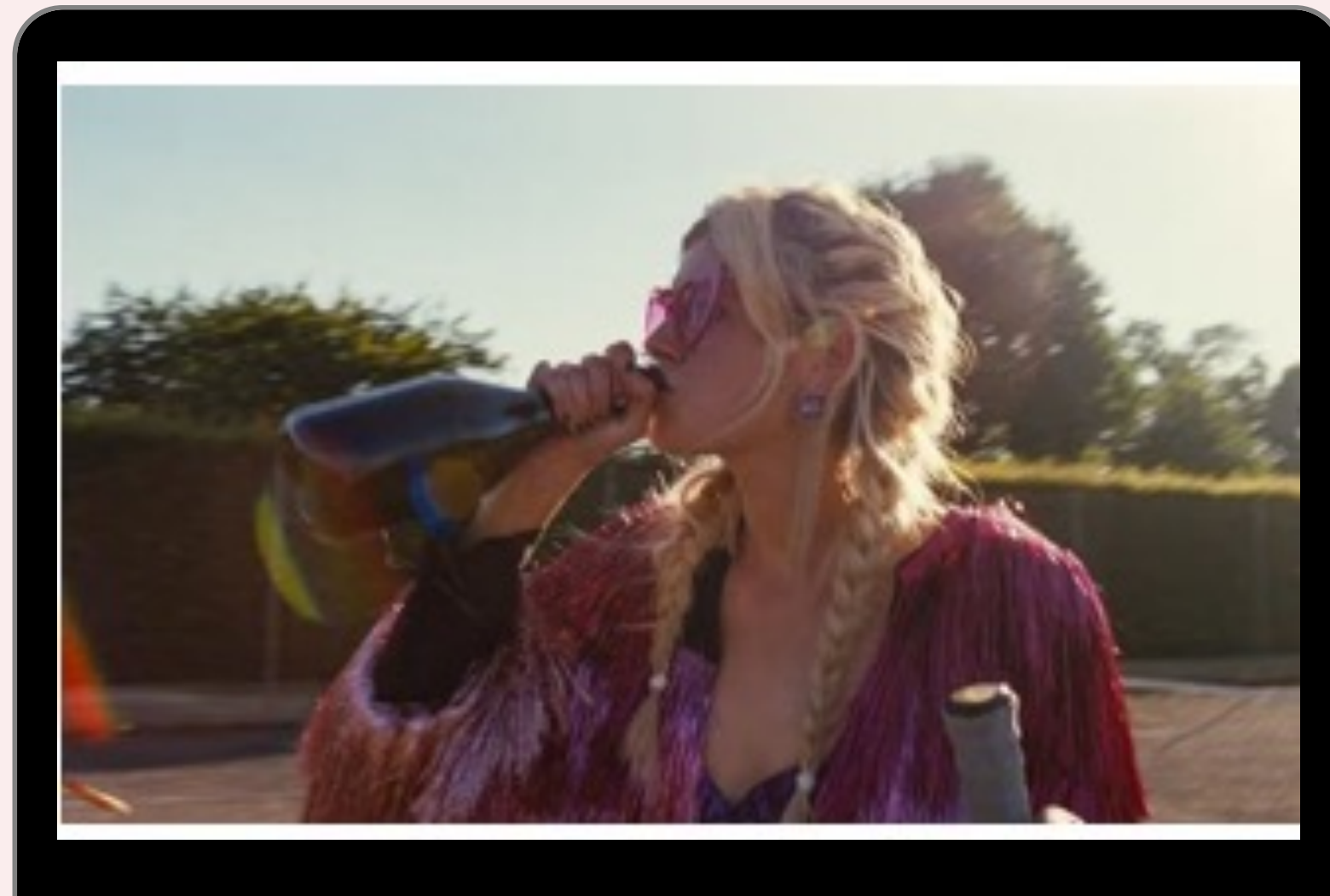
Short-form video content and press trips to Renaissance and Love on Tour.



Organic coverage 📸



Nasty Gal products shown in HSLot finale video 🌈



Tinsel Jacket featured in Saltburn 🙄🙄



The outcome?

✓ Solidified NastyGal as the go-to for
concerts
and festival outfits.

✓ Blog generated \$200,000 over 12 months.

**Thank
you!**

Come say hello 🖐️



Sophie Smith
Content Executive

