

FULL SEND

**Garnering +116% More Website Visits
Than Average for a Collection Drop**

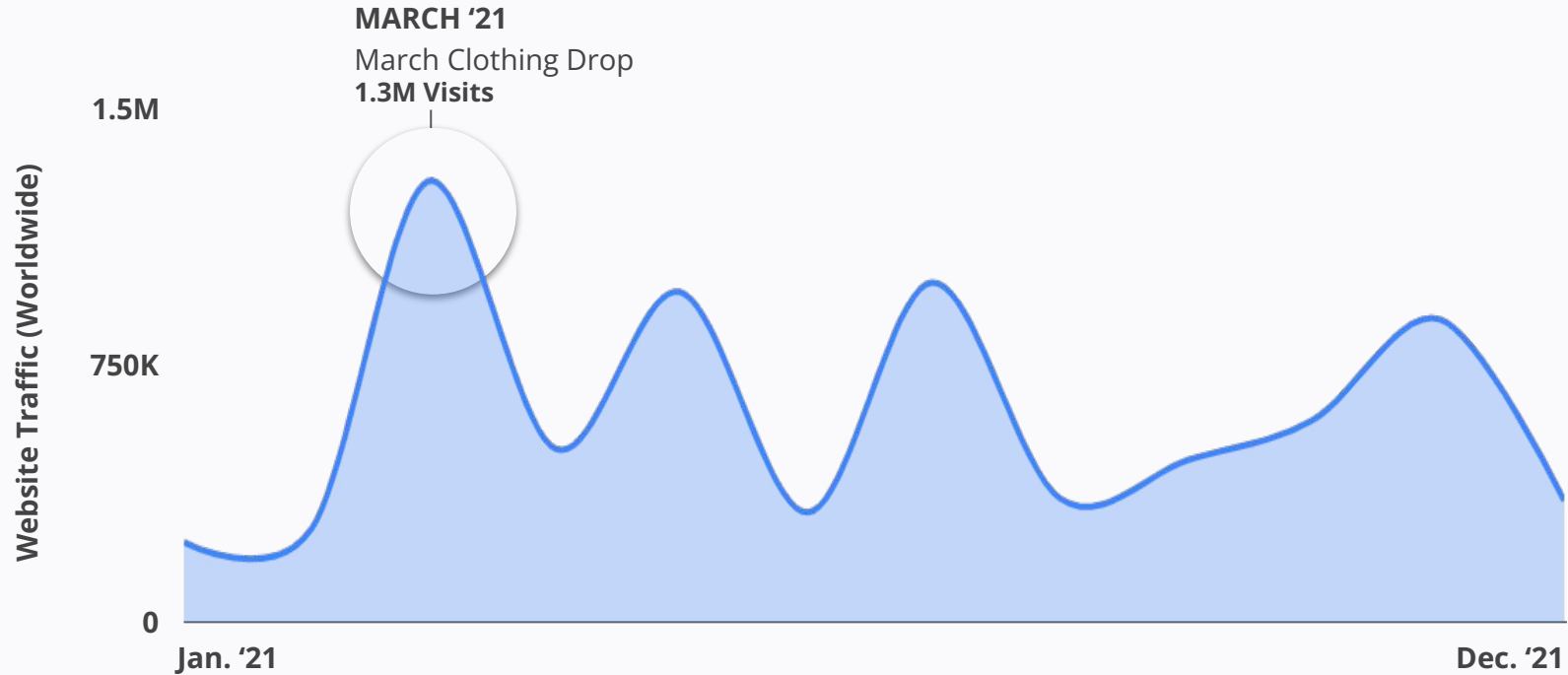
NFT



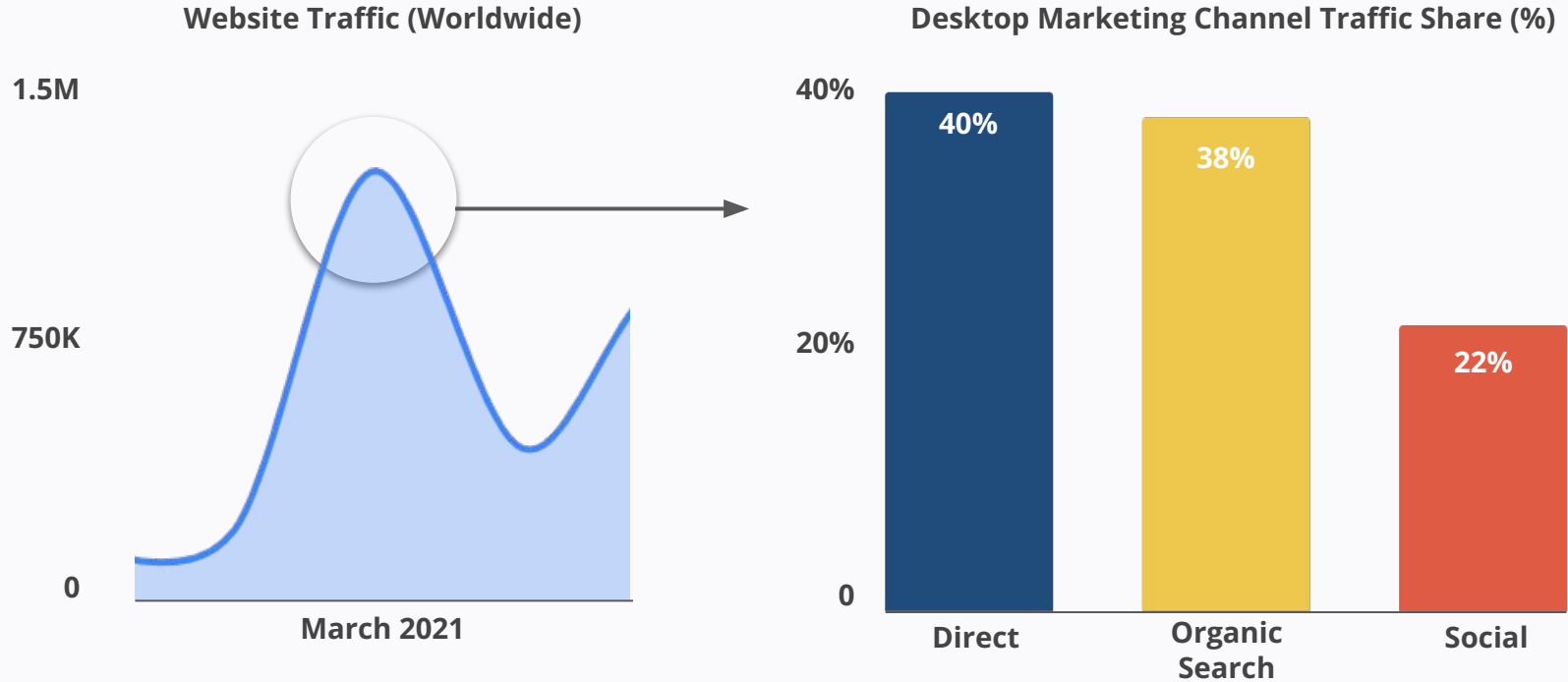
Full Send is an apparel and accessory brand owned by a social media collective called Nelk Boys.

Nelk Boys have grown a social media following on YouTube, Instagram and TikTok by throwing outrageous pranks and providing consistent entertainment for their fan base. Full Send is how they merchandise their NELK brand.

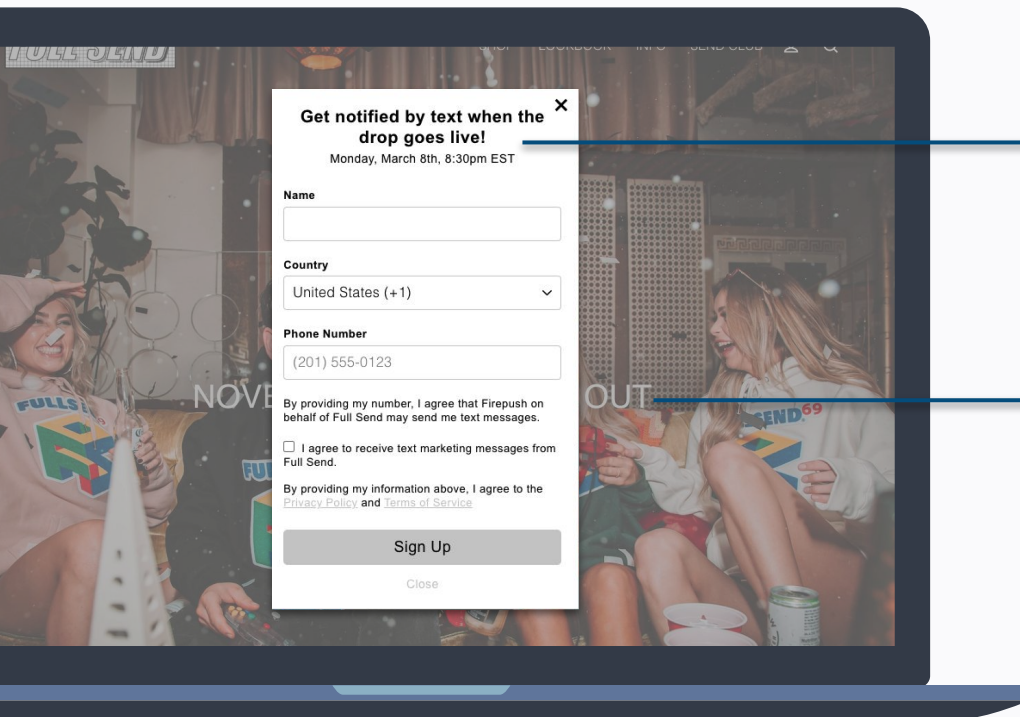
In 2021, Full Send saw the highest website visits in March 2021 after the spring drop of their merch line. March 2021 saw a **+116%** increase in visits over the 600K average website visits per month in 2021.



40% of the March campaign's website traffic came from direct links to the site followed by organic search (38% of traffic) and social (22% of traffic).



In February 2021, Full Send created a pop-up banner on their website to collect phone numbers for sms marketing to notify subscribers directly to their phones.



Get notified by text when the drop goes live! X

Monday, March 8th, 8:30pm EST

Name

Country

United States (+1) ▼

Phone Number

(201) 555-0123

By providing my number, I agree that Firepush on behalf of Full Send may send me text messages.

☐ I agree to receive text marketing messages from Full Send.

By providing my information above, I agree to the [Privacy Policy](#) and [Terms of Service](#).

Sign Up

Close

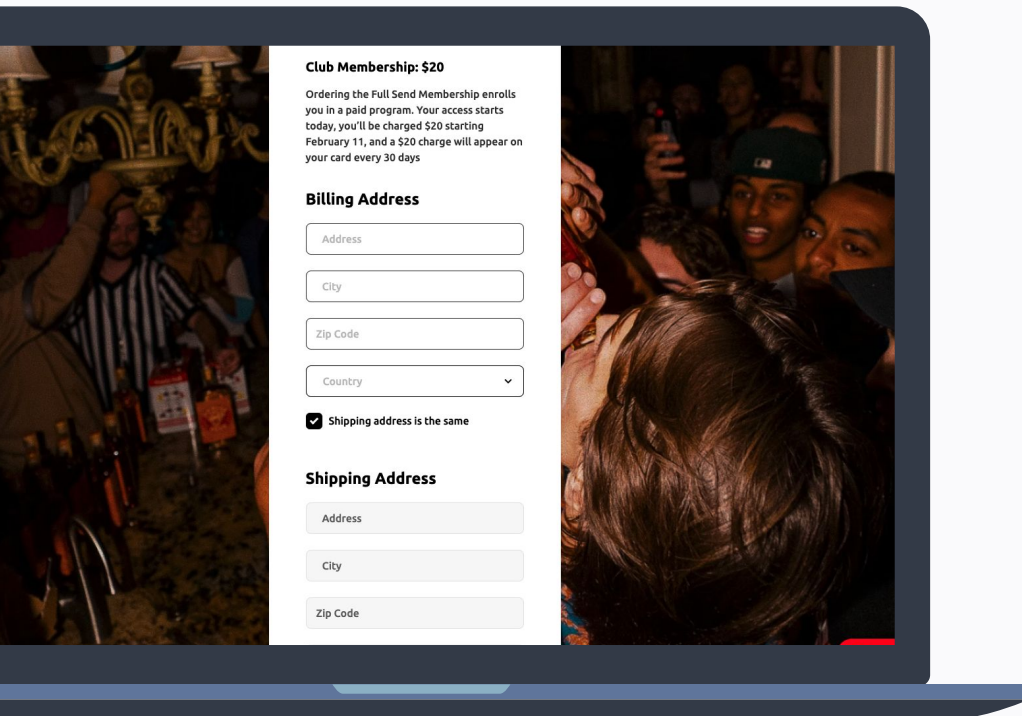
Purpose of Sign Up Form

When a website visitor landed on the fullsend.com homepage before March 2021, they were greeted by a pop-up that explains when the new drop is launching and how they will be notified.

Building Demand

Underneath the pop-up form the hero banner shows the campaign imagery from the previous merch drop with the text **"sold out"**. Any visitors who land on the page intending to buy merch will have the opportunity to sign up to make sure they don't miss another Full Send merch drop.

To view fullsend.com, most content is restricted by a \$20 monthly membership fee that encourages users to revisit the site and search for the brand.



Club Membership: \$20

Ordering the Full Send Membership enrolls you in a paid program. Your access starts today, you'll be charged \$20 starting February 11, and a \$20 charge will appear on your card every 30 days

Billing Address

Address

City

Zip Code

Country

☒ Shipping address is the same

Shipping Address

Address

City

Zip Code

Top 10 Organic Keywords

full send

fullsend

nelk

send club

full send merch

nelk merch

nelk boys

nelk shop

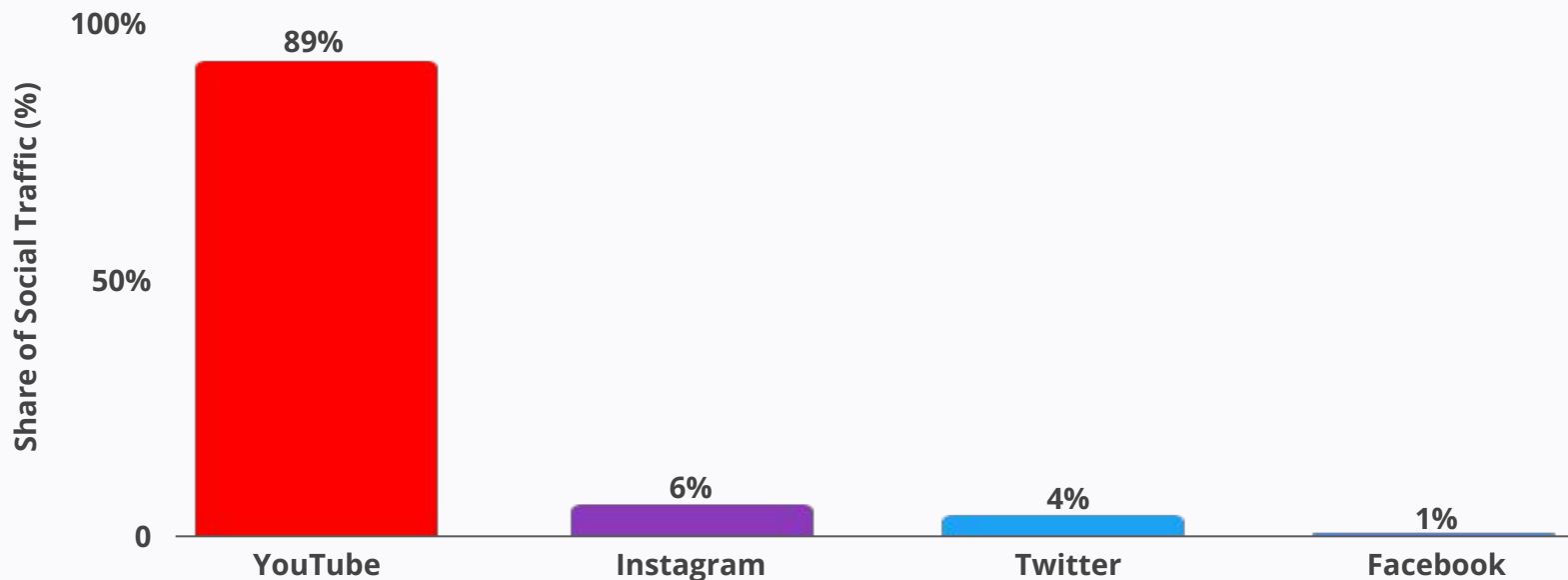
nelkboys

full sned

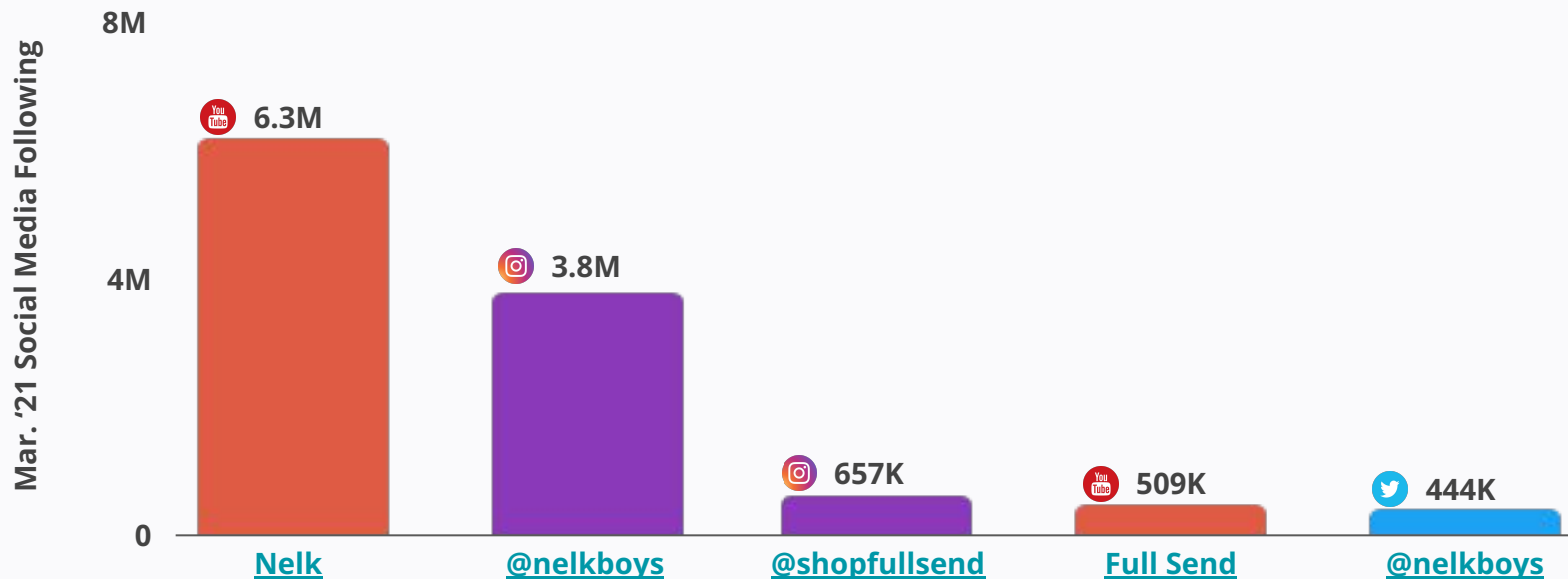
95% of the keywords that generated organic search traffic for fullsend.com in March 2021 are branded.

Building a community based platform for merch and exclusive content has created a strong branding experience that has enabled a natural influx of branded searches.

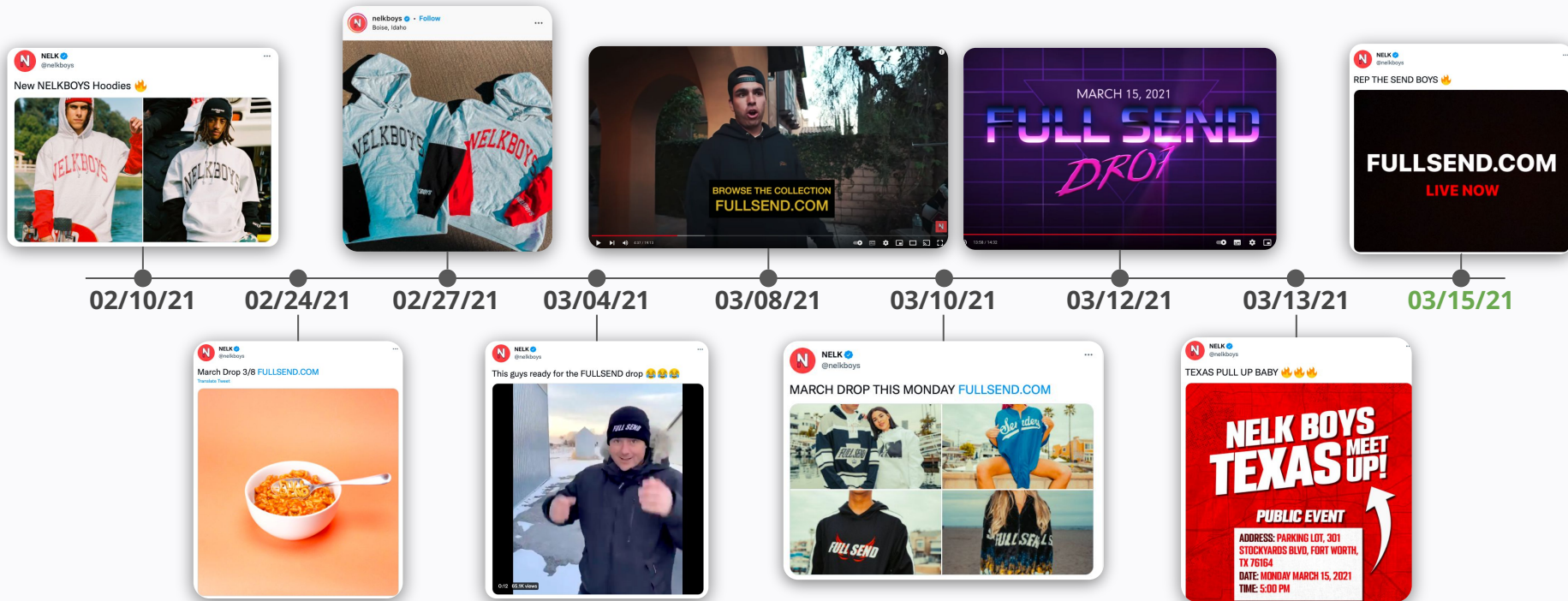
In March 2021, YouTube generated the highest amount of traffic to the website at 89% followed by Instagram, Twitter and Facebook.



NELK used five accounts to promote and share information about the March 2021 Full Send drop. Across two YouTube channels, two Instagram accounts and one Twitter account the Nelk & Full Send following was over 11.7M in March 2021.



Nelk used their 5 accounts to share information about the drop starting on February 10th, 2021*. Content is rarely reposted across platforms and each account features different variations of imagery and videos.

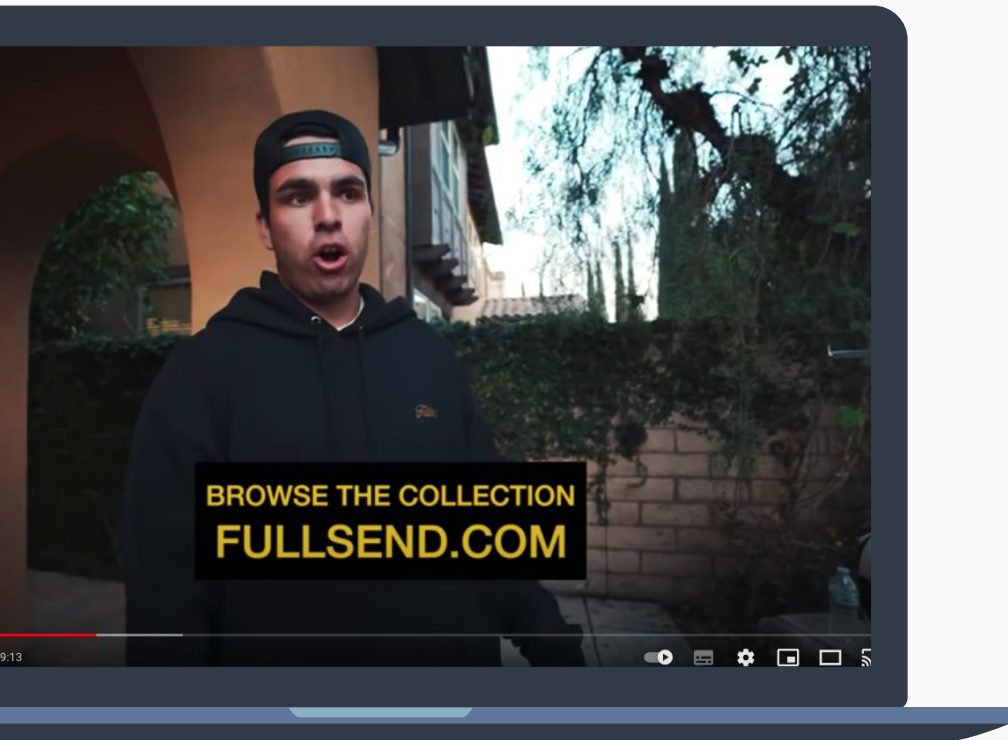


*Click any of the images to go to the original post.

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Two videos were posted on YouTube about the drop of the merch on the Nelk Boys' original channel and the Full Send brand channel. The video posted on the Nelk Boys channel features no mention of the collection in the title but features a link to the merch shop before the main content of the video is displayed.



[Click to view](#)

Title Pretending to be an Amazon Delivery Driver!

5M Views

6.9x ER30

+27% Increase Over Average ER30

Concept & Tactics

On March 8, 2021 on the [Nelk Boys](#) main channel, a YouTube video was posted where the title and description of the video make no mention about the content of the video being related to the March 2021 Full Send drop.

The content features a regular prank that is standard of Nelk videos. However at the beginning of the video, the entire March collection is displayed with where and when it will be available for sale.



Neither channel repurposes or uses content from any other channel. Every post that is made for the drop is unique to that platform and account. The Full Send channel shared a video about the process of making their clothing and shooting marketing campaigns for launches.



[Click to view](#)

Title CAN NEVER WEAR WHITE MONTAGE -SH*THOLE

609K Views

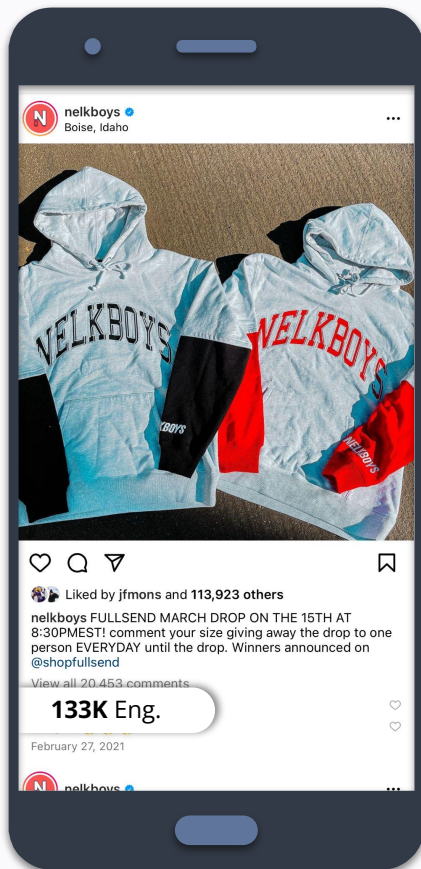
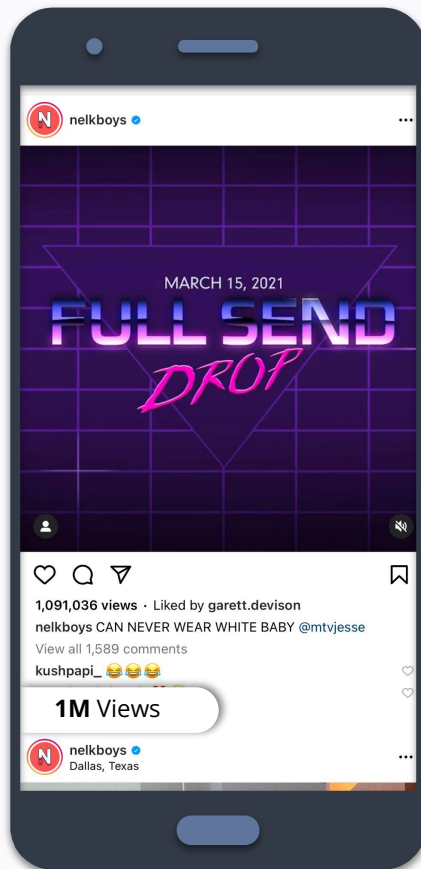
7.9x ER30

+61% Increase Over Average ER30

Concept & Tactics

On the [Full Send](#) YouTube channel, one video was posted to promote the drop of the March collection on March 12, 2021. The video featured the behind the scenes of how Full Send clothing is manufactured as well as how the filming of an Instagram campaign for the March collection happens.

The video ends with a graphic telling viewers about the drop date for the new collection.

[Click to view](#)[Click to view](#)

Instagram Tactic:

@nelkboys Instagram

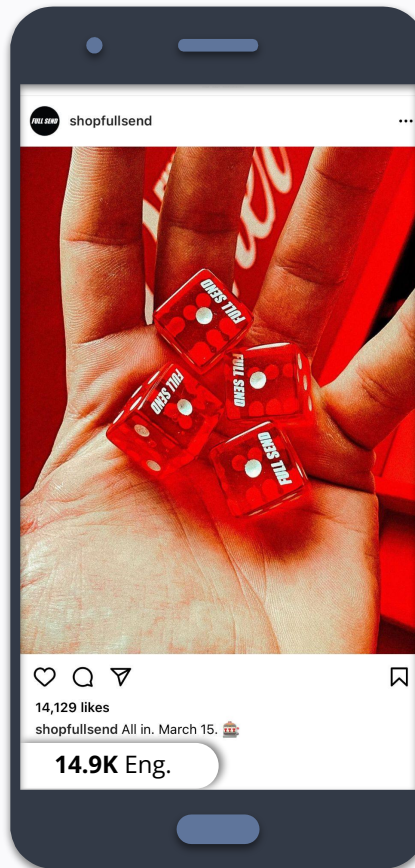
On their main Instagram, the Nelk boys made a total of five posts from February 27th to March 12th, 2021 about the drop of their March Full Send collection.

Hosting a Giveaway

On February 27, 2021 Nelk Boys posted on their main instagram account sharing a giveaway for sweaters everyday until the day of the drop. All viewers had to do to enter was comment their size.

Launching the Collection

Three days before the drop on March 12, 2021 to announce the launch of their collection, Nelk Boys posted the “Can Never Wear White” campaign that they showed the [BTS of filming](#) on their Full Send YouTube account a few days earlier.

[Click to view](#)[Click to view](#)

Instagram Tactic:

@shopfullsend Instagram

On the Full Send brand Instagram, the Nelk Boys only post to the account when there is a collection dropping. There are often long periods of time when no posts are made to the account. Previous to the March 2021 drop, the last post made on the account was in December 2020.

Product Catalog

From one month before launch (February 2021) to launch (March 2021), the Full Send Instagram acts as a product catalog. Many of the posts are static images with no captions.

The Full Send Instagram account takes a completely different tone to the rest of Nelk Boys' content. All the imagery is professionally shot, posed and modeled to showcase the new product lines.

[Click to view](#)[Click to view](#)

Twitter Tactic:

@nelkboys Twitter

Nelk Boys are the most active on their Twitter account with nine posts about the March collection between February 10th and March 15th 2021. The [Full Send Twitter](#) account made no posts about the drop and only shared pop culture news.

Community Management

The frequency and updates on the Nelk Boys Twitter account about Full Send drops creates a sense of community and communication with their followers.

Posts about live events and products selling out are often posted about and updated around the launch to keep demand and interest up amongst followers.

Key Takeaways

In 2021, Full Send saw the highest website visits in March 2021 after the spring drop of their merch line. March 2021 saw a +116% increase in visits over the 600K average website visits per month in 2021. Three main marketing channels are attributed for the increase in traffic:

- **Direct Traffic:** In February 2021, Full Send created a pop-up banner on their website to collect phone numbers for sms marketing to notify subscribers directly to their phones. Any visitors who land on the page intending to buy merch will have the opportunity to sign up to make sure they don't miss another Full Send merch drop.
- **Organic Search Traffic:** To view fullsend.com, most content is restricted by a \$20 monthly membership fee that encourages users to revisit the site and search for the brand. Building a community based platform for merch and exclusive content has created a strong branding experience that has enabled a natural influx of the website seeing 95% of all keywords in March 2021 being branded.
- **Organic Social Traffic:** NELK used five accounts to promote and share information about the March 2021 Full Send drop. Across two YouTube channels, two Instagram accounts and one Twitter account the Nelk & Full Send following was over 11.7M in March 2021. Nelk used their 5 accounts to share information about the drop starting on February 10th, 2021. Content is rarely reposted across channels and each account features different variations of imagery and videos.
 - **Instagram:** The Nelk Boys account hosted a giveaway for a Full Send shirt everyday from the announcement to the collection launch. The Full Send account posted daily leading up to the giveaway with product catalog imagery to display the collection in detail.
 - **YouTube:** Two YouTube videos were posted, one from Nelk Boys and one from Full Send's account. Nelk Boys make no mention of the collection in the title but show it in the video whereas the Full Send video takes viewers on a journey behind the scenes to make their product.
 - **Twitter:** Nelk Boys used their Twitter account to provide constant updates about the collection and information around drop times, live meet ups and sold out products.