

# TLA.

Accelerating  
2(X)IST's Online  
Sales by +25% and  
Wholesale Growth by  
+15%

---

Fractional CMO

Case Study

[www.thelavenderagency.com](http://www.thelavenderagency.com)



# THE CLIENT

## 2(X)IST

A photograph of a muscular man with short dark hair, holding a vintage-style camera up to his eye. He is wearing black briefs with a colorful tropical leaf pattern and the brand name '2(X)IST' on the waistband. The background is a solid light pink color.

2(X)IST is a leader in design and innovation and has established a namesake synonymous with superior fit, fashion, and performance functionality. Founded in 1991 as an underwear brand, 2(X)IST has expanded into active, swim, accessories, and most recently, women's.

### WHERE WERE THEY BEFORE WORKING WITH US?

2(X)IST faced high content production costs, resulting in minimal output and dissatisfied wholesale partners. This led to reduced sales and declining online and social media performance, posing a significant threat to their market presence.

# 2(X)IST

# THE PROBLEM

## WHAT PROBLEMS WERE THEY FACING?

- Reduced Sales
- Declining Online and Social Media Performance
- Unhappy Wholesale Partners
- High Content Production Costs
- Minimal Content Output



## WHAT DID WE DO TO SOLVE IT?

**Dismissed Photo Producer:** Recognized the need for a fresh perspective and broader role.

**Recruited Content Producer:** Hired a dynamic content producer adept at modern content creation techniques.

**Revised Content Production Strategy:** Optimized on-set time, ensured adherence to wholesale account requirements, and generated a sufficient volume of seasonal content. Additionally, we strategically integrated video into our content approach to enhance engagement and diversify 2(X)IST's content offerings.

# THE OUTCOME

## WHAT RESULTS DID WE ACHIEVE?

Through our collaborative endeavors and strategic initiatives, 2(X)IST's brand soared to new heights, fueled by remarkable results. Here's a glimpse of the outcomes achieved:

- +25% increase in eCom sales
- +15% increase in wholesale sales
- +50% increase in followers
- +75% increase in engagement
- +35% increase in content produced
- -50% decrease in production costs



## TESTIMONIAL

*“Partnering with Ivonna has revolutionized our content strategy, resulting in cost savings and remarkable growth. Her strategic approach and leadership have propelled our brand forward, driving increased sales, engagement and visibility. Thanks to her expertise, we’ve achieved tangible results that have positively impacted our bottom line and set us up for continued success.”*



**ARE YOU READY TO SCALE YOUR BUSINESS WITH  
MARKETING STRATEGY AND LEADERSHIP?**

**BOOK A CALL**

**TLA.**