# How Sock Candy’s creative marketing on Reddit and Meta ads fuels ecommerce growth



In the fiercely competitive landscape of ecommerce, distinguishing oneself is not merely an advantage—it's an essential requirement for survival. While many brands may adhere to traditional marketing approaches, some innovative entrepreneurs suggest that a greater path to growth is paved by unconventional thinking, embracing spontaneous opportunities, and fostering a deep understanding of their audience.

Mary Gui, the founder of Sock Candy, exemplifies this forward-thinking approach. Her journey into entrepreneurship was rooted in a personal passion for fashion that evolved into a successful business, built on creative marketing strategies that resonate with her audience.

Mary's path to launching Sock Candy was far from linear. It began with her love for vibrant clothing and self-expression, initially manifesting through her fashion blog and an Instagram account. Over three years, Mary cultivated a following of approximately 50,000, allowing her to leave her job and fully engage with content creation. Describing this transition, Mary noted, “My original goal was, I’m gonna do this for a year, and if it doesn’t work out, I can just go back and get a job in advertising.” This calculated risk paid off when her unique ability to style socks captured the attention of her followers.

The idea for Sock Candy emerged from listening to her audience. Mary noticed that her fans frequently commented on her sock styles, prompting her to explore this niche more deeply. As she explains, “This is like something that people know me for. That’s also unique.” Recognising a significant gap in the market—where existing socks were either too pricey or lacked fashionable designs—Mary seized the opportunity to create a brand that offered stylish and affordable options.

Customer feedback has been a cornerstone of Sock Candy's evolution. Initially launching with a primarily cotton collection, Mary quickly adapted after discovering that sheer styles were far more popular among buyers. She states, “Immediately the sheer styles started selling way faster than the cotton styles.” This agile response not only helped refine the product line but also solidified Sock Candy’s brand identity.

Mary’s marketing strategies exemplify creative experimentation. While Instagram serves as a primary sales platform, her success on Reddit illustrates the power of indirect marketing. By engaging with communities organically—such as by participating in conversations around her products—Mary capitalised on a growing interest that ultimately drove traffic and sales without overtly promoting her brand. “We are not directly marketing on Reddit,” she clarifies. Instead, she cultivated authenticity by sharing her unique aesthetics and responding to inquiries about her socks, thereby fostering a genuine connection with potential customers.

Notably, Mary’s experience underscores the necessity of selecting the right marketing channels. Despite significant engagement on TikTok, she determined it wasn't the best fit for her brand. “Our demographic starts from, like, age 25-plus, so I’m not surprised,” she remarked, emphasising the importance of aligning marketing strategies with customer demographics. This selective approach mirrors methods employed by other successful sock brands, such as Happy Socks, which also leverage active social media engagement and SEO to boost visibility.

In addition to organic strategies, Sock Candy effectively utilises paid advertising. Mary has harnessed the power of Meta ads, emphasising the need for compelling visuals and strategic testing. A collaboration with a Meta ads freelancer significantly transformed her advertising approach, helping Sock Candy's revenue soar from about $10,000 to nearly $40,000 per month. “You always have to go in, like we go in every single week to optimize,” she advises, highlighting the necessity of continuous improvement.

Mary's journey with Sock Candy serves as a valuable case study for aspiring entrepreneurs seeking to carve their own paths in a competitive market. By embracing authenticity, being responsive to customer needs, and strategically navigating marketing opportunities, she not only built a thriving business but also created a blueprint for sustainable growth in the ecommerce sector. Her full interview on the Shopify Masters YouTube channel reveals further insights into the intricacies of scaling a small business, from finding reliable manufacturers to managing a freelance team.

As the digital landscape continues to evolve, the principles of engagement, adaptability, and creative marketing remain crucial for brands looking to succeed and innovate.

## Reference Map:

* Paragraph 1 – [[1]](https://www.shopify.com/hk-en/blog/sock-candy-reddit-and-creative-marketing-tips)
* Paragraph 2 – [[1]](https://www.shopify.com/hk-en/blog/sock-candy-reddit-and-creative-marketing-tips), [[2]](https://www.latterly.org/happy-socks-marketing-strategy/)
* Paragraph 3 – [[1]](https://www.shopify.com/hk-en/blog/sock-candy-reddit-and-creative-marketing-tips), [[3]](https://relevantlymarketing.com/news/pupsocks-marketing-strategy)
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* Paragraph 5 – [[1]](https://www.shopify.com/hk-en/blog/sock-candy-reddit-and-creative-marketing-tips), [[6]](https://magneticcreative.com/candy-marketing-campaign)
* Paragraph 6 – [[1]](https://www.shopify.com/hk-en/blog/sock-candy-reddit-and-creative-marketing-tips), [[3]](https://relevantlymarketing.com/news/pupsocks-marketing-strategy)
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## Bibliography

1. <https://www.shopify.com/hk-en/blog/sock-candy-reddit-and-creative-marketing-tips> - Please view link - unable to able to access data
2. <https://www.latterly.org/happy-socks-marketing-strategy/> - This article examines Happy Socks' marketing strategy, focusing on building a robust e-commerce presence through a well-designed website and active social media engagement. It highlights the importance of SEO techniques and digital advertising in enhancing brand visibility. The piece also discusses fostering customer relationships via engagement tactics, personalization strategies, and leveraging customer feedback to improve products and services.
3. <https://relevantlymarketing.com/news/pupsocks-marketing-strategy> - This case study explores PupSocks' marketing strategy, emphasizing the use of cute branding and social media engagement to promote their pet-themed socks. It discusses the diversity of their advertising approaches, including events and crossovers, and how these strategies contributed to the brand's rapid growth and popularity.
4. <https://powerdigitalmarketing.com/case-studies/innovative-sock-brand/> - This case study details how Power Digital Marketing transformed an innovative sock brand from stagnation to growth. It outlines an incrementality-driven growth strategy, focusing on optimizing paid acquisition programs and aligning product assortments with specific consumer personas. The strategy led to a 69% year-over-year revenue growth.
5. <https://www.fireandspark.com/case-study/sock-company/> - This case study discusses how Fire&Spark assisted a sock company in increasing targeted website traffic and conversion rates. It details the implementation of a content strategy that included helpful content to attract the target audience, resulting in a 72% increase in top 10 keyword rankings over eight months and a 30% increase in new users during a specific quarter.
6. <https://magneticcreative.com/candy-marketing-campaign> - This case study focuses on Amajoya's Signature Range campaign, highlighting the creation of a multisensory world of texture, taste, and tone to convey indulgence. It discusses the design of dreamy artwork, enticing photography, and animation, as well as collaborations with on-brand lifestyle influencers to enhance brand presence and engagement.
7. <https://www.socialsamosa.com/2020/01/marketing-strategy-pulse-case-study> - This case study explores Pulse's #PulsePePulseChallenge, a campaign that garnered over 16 million impressions by encouraging consumers to stack three Pulse candies in 15 seconds. It details the collaboration with influencers and the campaign's execution, highlighting its success in engaging the target audience and boosting brand visibility.