



FITWHEY Shakes up the Beverage Industry by Switching to System

Headquartered in Dallas, Texas, Erik Rothchild founded FITWHEY in 2015 after finding his mornings were not conducive to fitting in a cup of coffee, the day's protein and a workout, all before his kids were up for the day.

Highlights:

- Migrated sales to their own website, in addition to being listed on Amazon
- Promotional codes make it easy to test Instagram influencers and track the success of marketing campaigns
- System helped a lean team track orders, inventory and logistics from one dashboard



“Before System, I didn’t know how successful our social media influencers were on a campaign. Now, we know plus we control the branding on our own website.”

Erik Rothchild

FITWHEY is a unique water-based protein drink with a kick of caffeine and a vitamin B pack, the perfect beverage to consume before or during your workout. After successfully growing the company, Rothchild sold the company to Dallas-based Rocky Mountain High Brands, where he continues to support the brand in a sales and marketing role.

Challenges

Originally sold on a very limited basis at retail and on Amazon, Rothchild knew he needed to transition the brand to their own website, where he could better control the branding and integrate with essential third-party tools that assist with order processing and inventory management.

He also wanted to test the use of Instagram influencers to help grow brand awareness and sales, but needed to be able to assign each of them unique promotional codes so that he could track who was performing best. This was not possible via Amazon or at retail.

Solution

After creating their own website to drive consumer and B2B sales, Rothchild said he was able to track orders and inventory in real time. In the past, he and his team tracked orders via spreadsheets and email communication.

In addition to solving those challenges, System allowed Rothchild to assign custom promotional codes to his team of Instagram influencers, which allowed him to see who was bringing in the most sales. He was also able to use promotion codes on paid social media ads to determine which were his best-performing channels.

Finally, System’s centralized CRM helped the team unify customer data and integrate with best-in-class third party integrations that support a growing beverage company.



System Dallas
6900 North Dallas Parkway
Plano, Tx 75024

1-877-467-9788
info@system.com
www.system.com

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