

Oxford Hounds: From Scratch to \$300k in Crowdfunding



About the client:

James Tulin is the founder and CEO of Oxford Hounds, a global direct-to-consumer men's luxury fashion brand - made in Italy.

Before starting with this venture, James occupied the role of Senior Vice President, Director, and Principal at a large corporate fashion company called Swank Inc, with experience of more than 35 years.

James was aiming to raise his first round of capital on Wefunder after attempting to first go through angels and VCs.

Utilizing Wefunder allowed James to leverage his own marketing strategies and partners, retain control over the campaign, and raise capital from friends, family, and unaccredited investors on Wefunder and elsewhere.

The challenge:

James had a clear, well-detailed plan to launch & build his next venture, but he knew however that he'd need seed capital.

We were hired as a marketing strategy consultant from the very beginning of the pre-launch process

This was also thanks to the help of James' amazing resolve & perseverance.

It was a great marriage of skill & sources, and we're proud to say so.

And it was only through this mindset that WriterArmy was able to conclude with a final touch of excellent breakthrough.

An increase of around 50% of the company's final capital.

So read on.

The solution:**What we did:**

We did a good deal of copywriting, served (and still do) as strategic marketing consultants for Oxford Hounds, as well as effectuators to find even more potential investors.



Persuasive Copywriting



Strategic Consulting



Strategic Execution

Note that James T. was a highly persistent & active individual. Exactly the type of clients we like to work with.

He had reached out on his own to many people from his network in addition to his campaign.

James managed to raise over \$180k in crowdfunding through Wefunder - a **breaking record** on the platform at the time.



\$180,000

**Breaking Record on
Wefunder**

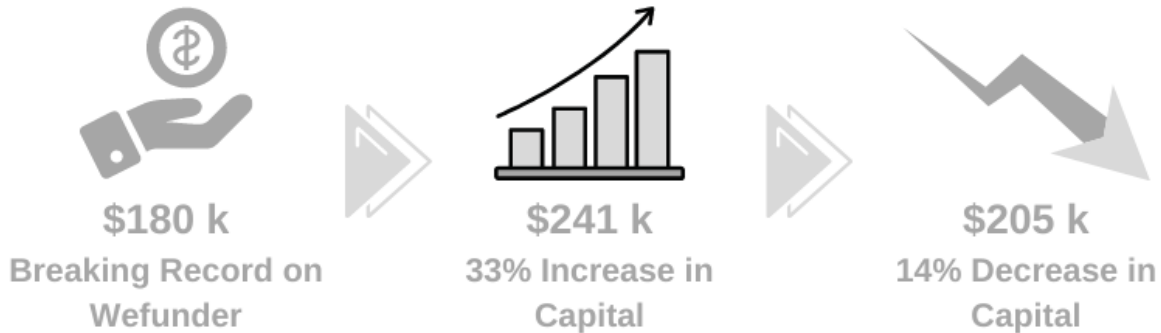
However, he knew that he'd need more to help reach his company's full destiny.

The initial approach recommended by the agency - which specialized in crowdfund capital raising - was to attract investors through ads.

But what may work in one niche or industry may not work as well in another.

Ups and downs:

After raising \$241k, the capital dropped -in a few weeks - to \$205k.



Naturally, this was a stressful event.

The results were, unfortunately, a bit **costly** and not very **pleasing**.

Fortunately, though, we all worked tirelessly; tweaking and brainstorming on finding efficient solutions - which took a few months.

Sully Chaudhary (WriterArmy CEO), was personally available for Oxford Hounds every day of the week.

Staying up at night and very early in the mornings to make sure the project would eventually succeed.

We believe that the key to success is through our clients' success, even if that demands temporary sacrifice.

That's how WriterArmy finally hit a breakthrough through one of our newfound specialties - in organic engagement.

The outcome:

After 4 months of persistent efforts, WriterArmy had finally hit the goldmine.

We understood that most investors in this niche would rarely invest in a company they've only heard of through an ad.

Instead, investors prefer to give their money to people they can trust & directly communicate with.

Through a newly developed **strategy exclusive to WriterArmy:**

We were able to quickly jump from around \$205k to \$308k in a matter of weeks.



Tulin was now getting 20-30 calls per week from highly interested individuals - which we recall at the time, James said was “tense and exciting”.

Some references:

[Oxford Hounds' Wefunder profile page.](#)
[Oxford Hounds' historical raised capital.](#)

Conclusion:

The project had some ups and downs, along with issues on the road.

These challenges were however essential to our breakthroughs, newfound skills, and additional expertise.

We learned a lot, Jim & we were satisfied, and most of all, excited for Oxford Hounds to step into its next chapter.

[If you too are interested in one - or many - of our services, contact us for a free quote today. :\)](#)

- To your success