How this Subscription Box for Single Women Found Its Niche

By focusing on single women, and by mastering digital marketing and customer service, this monthly subscription box service powers steady growth and profitability

Even though half of the population is single, unattached people are often ignored by marketers. Jonathan Beskin wants to change that. He is the founder and CEO of SinglesSwag, a monthly subscription box service designed for single women, delighting recipients with fun, full-size, self-care and lifestyle products, from skin care and cosmetics, to snacks and best-selling books. Clearly, it’s working: the company ships 45,000 boxes a month to 30 different countries.

Savvy digital marketing and a highly engaged social media community have fueled a 1,950 percent 3-year growth rate, earning SinglesSwag the No. 9 spot on Inc.’s ranking of Florida’s fastest-growing companies. Best of all, the company has been profitable from the day it launched.

BUILDING A PREDICTABLE CUSTOMER-ACQUISITION MACHINE

Beskin, a single dad, dreamed up the business concept on a lonely Saturday night in early 2016. Being a solo parent can be tough, and he realized he could use a little pick-me-up; an unexpected gift would be nice. He began looking at subscription boxes and realized that there were none specifically for singles like him. After some market research, he decided that there was a bigger market for such boxes tailored to single women, and his idea was a wrap.

Within its first four months, SinglesSwag landed 400 customers. But it really took off when Beskin, a self-taught digital marketing whiz, started advertising on Facebook. After some trial and error, he hit on a formula that works, currently funding a $15,000 daily Facebook ad budget. Plus, he still manages all aspects of digital advertising himself.

By focusing on engaging content and steering clear of stigmas, the company has also attracted an engaged audience of 1.2 million verified followers across Instagram and Facebook. It’s appealing because it’s a no-judgement zone. “People assume that single people aren’t as happy or fulfilled as their married friends, but we don’t make assumptions. This is just a fun way for women to love themselves,” he explains.

MAKING A DIFFERENCE

Philanthropy is also important to the SinglesSwag team. In addition to donating a portion of monthly proceeds to breast cancer research, it has donated more than 500 boxes, each valued at over $200, to frontline healthcare workers during the Coronavirus pandemic. SinglesSwag sales have increased significantly during the pandemic. Keeping up with demand and customer inquiries has been challenging. The customer service team fields hundreds of emails and social media messages every day, “bending over backwards” to ensure subscribers are happy. That commitment is good for retention, increased sales, and ultimately, the company’s bottom line.

Marketing to single women has paid off, but you don’t have to be a singleton to enjoy SinglesSwag products. Beskin says some customers aren’t even single—they just love the high retail value of the boxes and the product mix, including SinglesSwag in-house brands like cosmetics line Mollie Jacob and Violet Harper, a jewelry company. Developing these brands while scaling SinglesSwag is keeping Beskin busy. He also recently acquired a new subscription box service, Paradise Delivered. He is excited about the name and for the opportunity to use his experience and marketing prowess to build another profitable, fast-growing, recurring revenue stream.

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