



# Pete & Pedro

A DEEP DIVE INTO THEIR  
**MARKETING**

by



**STACKED MARKETER**

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PREVIEW

## WHAT TO EXPECT FROM THIS DEEP DIVE

Most e-commerce brands do one or two things very well. The rest? It usually falls by the wayside in the form of poor content, bad email campaigns, weird copy, or all of the above. It's rare that we come across a brand that's executing well on all the essentials.

But we've found such a brand with Pete & Pedro: This is an inspiring study on a business that does millions in revenue by doing a good job in almost every area of marketing. There's a lot to learn from a brand like that, and we think you'll enjoy the insights inside this report. Here's a peek at what you can expect:

- **Pete & Pedro is running plenty of Facebook Ads that you could make in 5 minutes with your phone.** Sure, it's a huge brand, but some of the longest-running ads for Pete & Pedro products could be shot, set up, and run by just about anybody. There's some good inspiration for running your own ads--and a good reminder that you don't have to get too fancy.
- **Covering all the basics for your SEO-focused content can mean tens of thousands in revenue.** There's nothing life-changing about Pete & Pedro's content, but it's estimated to be worth more than \$50k per month. We'll cover why that is--and what makes it special--down below.
- **Having a celebrity influencer is a huge deal for organic social media.** In this case, the celebrity influencer is also the founder of the brand. But for you, finding a celebrity influencer can be a huge boost to your long-term organic social media success.



## REVENUE INFO

In a 2020 interview, [Aaron Marino said that](#) Pete & Pedro's revenue was close to \$5M. It could be well past \$6M this year, assuming things are on a similar trajectory--but it's impossible to say.

But for a private company, the founder's word from a year ago is pretty good: \$5M to \$7M is probably a good ballpark for what they'll do in 2021.



## WEBSITE

Let's take a look at Pete & Pedro's website. We'll go over what works, what doesn't, and the strategies they're using to get people to buy. Here's how we do this:

1. A written breakdown of the homepage structure. It's easier to take insights from the website this way.
2. A commentary on the visual structure, elements, and copy.

## PETE & PEDRO HOMEPAGE STRUCTURE

**Above the fold:** Product image, CTA, and simple header. Small shipping banner at the top of the page.

**Panel #1, below the fold:** A grid layout featuring best selling products, showcasing the product's review score (out of 5, in stars), beneath each image.

**Panel #2:** Social proof (in this case, a link to Aaron Marino's Shark Tank appearance for Pete & Pedro).

**Panel #3:** A carousel with featured products and copy. Beneath the carousel, links to blog posts.

**Panel #4:** An image, plus a link to a hairstyle advice tool. Below this, a small mini-panel with images and links to Pete & Pedro's most recent Instagram posts.

**Panel #5:** Carousel with customer reviews.

**Footer:** Navigation links, newsletter sign-up, and link to referral program.



## PETE & PEDRO PRODUCT PAGE VISUAL BREAKDOWN

**Which hair styling product should I use?**

Use our hair styling tool go get a personalized pick in seconds.

[TRY IT NOW](#)

**FALL FRENZY**  
Kick-Off Fall in Style With This Deal Too Good To Pass Up

**GET 15% Off**  
Any Order \$50+  
plus  
A \$21 Travel Trio Kit FREE\*  
\*Includes: Travel Size of Clean, Condition, & Salt

USE CODE: **FALL50**

**WHEEL OF PEDRO**

**GET 10% OFF + A FREE TRIFECTA KIT!**

**Pedro Bucks**

This is great. It's great because it follows the classic e-commerce product page formula: Product image on the left and product options plus CTA on the right.

**The Crew's insight:** This format is popular for one main reason--people read from left to the right. And, naturally, you want them to see the image of your product before they wander over to "Add to Cart". It's a natural flow of things. Also, it's what your buyers will be used to and it's a smart format to implement.



### What Pete & Pedro could do better:

- **Reformat the text-heavy section below the first panel.** There's a lot of copy, but it's all the same size and most people aren't even going to skim this--they're going to scroll past it. Reformatting the text by varying font sizes and cutting less-relevant text would be a smart move.
- **Feature the hairstyling tool as a link closer to the top of the page.** Guys want to make sure they're buying the right product, and Pete & Pedro's hairstyling tool-slash-quiz is a great way to help them feel secure. Unfortunately, this is placed near the bottom of the page. Redesigning the link as a small button and placing it near the top could help improve conversion.



**The Crew's take:** The biggest takeaway from Pete & Pedro's product pages is that you don't have to be fancy to make sales. You could design a product page like this one in an hour or two, populate it with copy and pictures, and be ready to go. There's no secret sauce here, which is why it's so important to study--it's the basics that are working.

And, it's a sign that Pete & Pedro's actual products are something that people both want and love. A fancy product page won't do anything if people don't want (and then want again and again) your product.



 Pete & Pedro

## Simple product photos

**Pete & Pedro**  
Sponsored  
ID: 291497675937803

♥️ REBEL – It’s true what they say, ladies do love a bad boy. Seize the day, own the night, be a REBEL!

Inspired by the crazy popular but uber-expensive Creed Aventus, REBEL rocks and won’t break the bank either. There’s a reason why it’s our #1 best-seller!



PETEANDPEDRO.COM  
REBEL - Because Ladies Love A Bad Boy!  
Free shipping on orders \$60+

Shop Now

**Pete & Pedro**  
Sponsored  
ID: 861801634421995

♥️ REBEL – It’s true what they say, ladies do love a bad boy. Seize the day, own the night, be a REBEL!

Inspired by the crazy popular but uber-expensive Creed Aventus, REBEL rocks and won’t break the bank either. There’s a reason why it’s our #1 best-seller!

Featured on Tank.



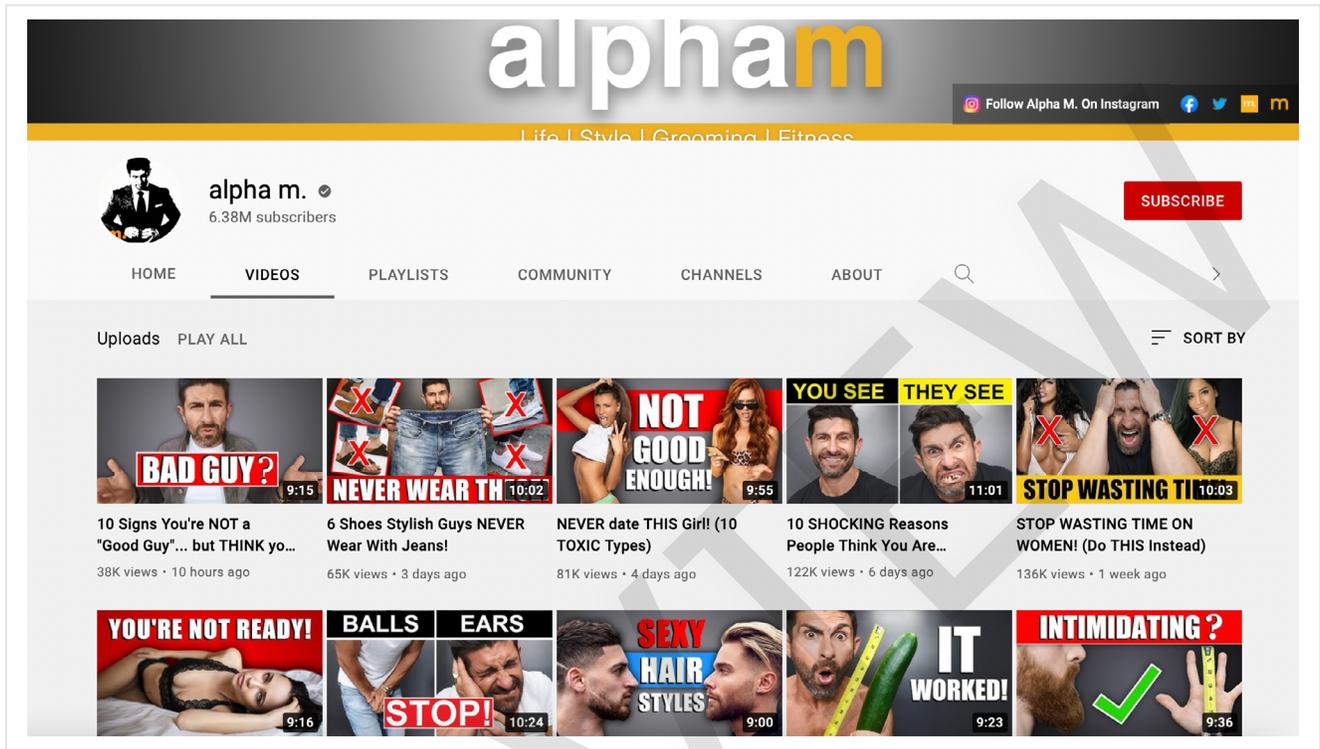
PETEANDPEDRO.COM  
REBEL - Because Ladies Love A Bad Boy!  
Free shipping on orders \$60+

These are some of the longest-running ads on Pete & Pedro’s account, which means they’re probably working well. The copy follows the same format as other ads: Problem -> solution -> CTA with a reason to click.

But instead of selling the solution to a basic problem, like bad hair, these ads sell a lifestyle: One where women are attracted to you for being a “rebel”. It clearly works.

 Pete & Pedro

## YouTube



Aaron has more than 6.3M subscribers on YouTube. His channel has been a huge success (obviously). Above, you can see the type of content he posts--and, yes, some of it comes across as a little over-the-top. But, that's what Aaron's audience likes, and he delivers content that's kept them watching for years.

**How Aaron promotes Pete & Pedro on YouTube:** Aaron doesn't mention Pete & Pedro very often on the Alpha M. channel, but his loyal viewers will be well aware that it's his brand. He links the brand in the description of every new video.

However, there's not much heavy Pete & Pedro promotion on YouTube--and the reason is that Aaron's making money from other sponsors. So, he spends most of his sponsorship space promoting brands that aren't his own.

It's also clear that Aaron doesn't want the success of Pete & Pedro to be solely tied to his YouTube channel; it's better off as a self-sustaining brand. It's a good thing if he doesn't have to mention the brand all the time.



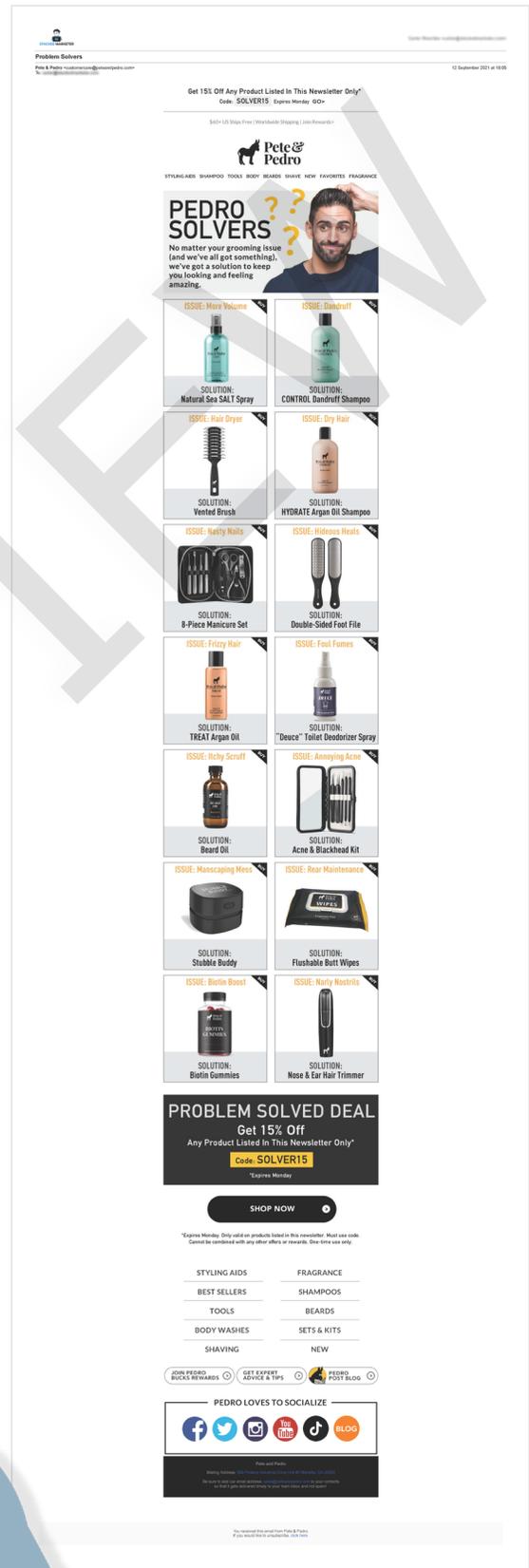
## Problem Solvers - September 12th

Another email on September 12th. This is a pattern: Pete & Pedro often sends two emails on the same day. This one arrived 5 hours after the one before it.

The previous email was about solving hair problems. This one is about solving almost all problems that guys have--and they suggest a single Pete & Pedro for each of these products.

**This is actually a creative email.** Often, e-commerce brands use their email channels as a cheap way to promote products. And while product promotion emails are good, the extra layer of problem-solving here is likely to increase click throughs and conversions.

When you can pick between promoting a product and *showing* the customer how your product will help them, (almost) always go with the latter.



## SEO & CONTENT

As of this writing, we've analyzed 7 brands for our deep dives. Of them all, Pete & Pedro stands out as the SEO winner. They're doing almost everything right:

- **The site gets close to 70,000 organic users per month**, according to Ahrefs. And their blog accounts for roughly 45,000 of those users.
- **The monthly blog traffic is worth about \$54k**, according to Ahrefs. This is a very rough guess, of course, but the Pete & Pedro blog is making money.

Running a blog that's generating tens of thousands of dollars in monthly revenue is no small feat. But the success here is replicable by plenty of other e-commerce brands--there are just two main elements to Pete & Pedro's success:

1. Good, simple content.
2. A strong backlink profile.

Let's take a look at each.



# insights

by  STACKED MARKETER

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