



# THREE BEACON

## MARKETING

CASE STUDY

How 3BM Helped Powernet  
Go From \$50k To \$250k Per  
Month In 10 Months



POWERNET®



POWERNET  
We Power Our Play



**Drawlon  
Tsang, CEO &  
Founder**

PowerNet by TrainingNets is a sport training equipment brand. They design and sell portable, durable training nets, barriers, rebounders, and sport accessories across baseball, softball, soccer, volleyball, football, and more.

PowerNet serves a wide audience: coaches looking for reliable team training tools, parents keeping their kids active, backyard athletes sharpening their skills, and competitive players training at the highest level. Their gear is endorsed by pro athletes, used in pro training camps, and built to outperform competing brands at an affordable price point.

## Results from our Partnership

PowerNet scaled from **\$50K to \$250K** in monthly revenue in just 10 months.

### 3BM Provided

- DTC Marketing Strategy
- Paid Acquisition via Meta & Google Ads
- Retention Marketing via Klaviyo (Email & SMS)



# Challenge

**PowerNet struggled with over-reliance on Amazon and an underdeveloped direct-to-consumer channel that wasn't generating meaningful revenue.**

As a brand with proven products and real demand, Drawlon knew the ceiling on Amazon was only getting lower. Between fees, lack of customer ownership, and zero control over the relationship with buyers, the writing was on the wall.

The Shopify store existed, but it wasn't converting, it wasn't scaling, and it wasn't close to replacing what Amazon was doing. Without a real DTC engine, PowerNet had no email list to speak of, no paid acquisition working in their favor, and no way to build the kind of brand loyalty that compounds over time.

Every sale made on Amazon was a sale that belonged to Amazon, not PowerNet. Drawlon needed a partner who could build the DTC machine from the ground up and make it work fast enough to actually matter.

# Solution

**3BM built PowerNet's DTC engine from the ground up by establishing the 80/20 of the brand and creating a full-funnel acquisition and retention system that turned Shopify into a serious revenue channel.**

The first move was identifying the primary categories driving the most opportunity: baseball/softball, soccer, and volleyball. Rather than trying to market everything at once, 3BM focused budget, creative, and energy on the categories most likely to produce the fastest and most scalable returns.

On Meta, 3BM built out a full top, middle, and bottom of funnel account structure with creative designed to get attention, earn the click, and convert site visitors at every stage of awareness. On Google, the focus was middle and bottom of funnel, capturing buyers who already knew PowerNet but needed a few more touchpoints during their shopping process to commit.

On the retention side, 3BM built 12 core pre and post purchase email and SMS flows from scratch, and began sending 2 to 3 times per week to targeted segments based on engagement, interests, and buying behavior. Together, these three channels created a compounding system where paid acquisition drove new customers in, and email and SMS brought them back and increased lifetime value.

# Future Growth

With DTC now producing real, consistent revenue, PowerNet is planning to expand into TikTok, influencer partnerships, and podcast sponsorships to widen the top of funnel.

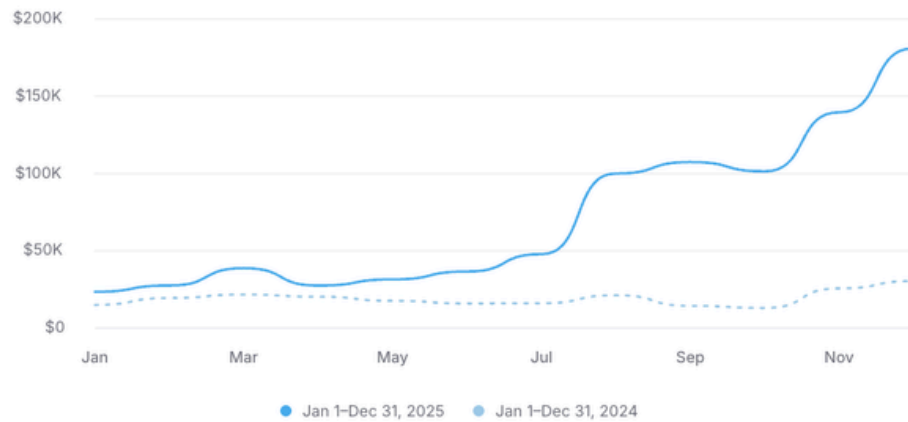
On the paid side, budgets are set to scale further as the proven account structures continue to mature.

And on retention, the focus is shifting deeper into the post purchase experience, building out buy-through flows that make targeted offers to customers between delivery and their next order, whether that is a tee, a bag, or accessories that enhance their PowerNet training setup.

## RESULT

Total sales over time

**\$862,714.15** ↗ 273%

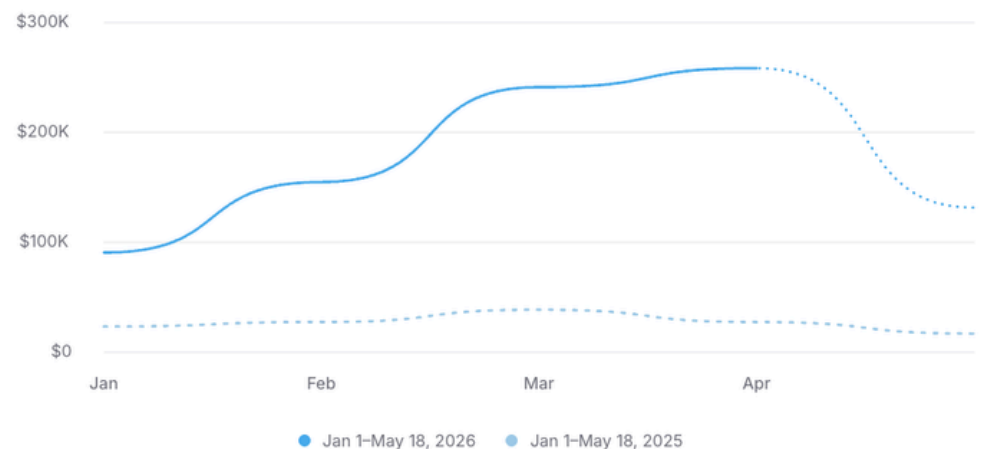


**2025  
Shopify  
Revenue**

**2026  
Jan - Apr  
Shopify  
Revenue**

Total sales over time

**\$877,330.45** ↗ 557%





In **10 months**, PowerNet went from \$50,000 per month to \$250,000 per month in revenue, a 5x increase in monthly run rate driven entirely by 3BM's DTC acquisition and retention system.

With DTC now driving consistent, scalable revenue, PowerNet can focus on what they do best: building quality sports training equipment that every athlete, coach, and family can actually afford. The stronger the brand grows off Amazon, the more control Drawlon has over the customer experience, the product roadmap, and the mission of getting more people out on the field and into the game.

**IS YOUR BRAND  
READY FOR A  
GROWTH PARTNER?**

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