



**DIGITAL
MARKETING**

Digital Marketing Case Study for
Ecommerce Industry

Overview

The client has an online store for a wide range of health care products for its widespread customers. The client is determined to provide a healthier life to its customers by providing health care products with the best quality and affordable prices.



100+
Projects



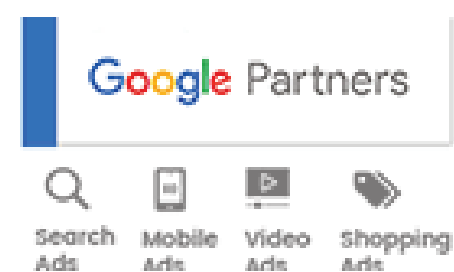
95%
Satisfied Clients



50+
Marketing Experts



10+
Yrs Experience




facebook
blueprint





Client's Goal



- The client sought our expertise to reach as many potential customers as possible.
 - They needed help in converting site visitors into buyers.
 - Wanted to reach a new audience through content marketing, social, and influencer marketing.
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The Challenges



- Ranking for as many keywords as possible was the first priority of the client.
- Increasing organic search traffic and that traffic should convert into the buyers was the topmost priority.
- The client was having challenges converting visitors into potential customers. This was a significant opportunity to capture potential customers while recovering organic search traffic.

Our Approach

Digital Agency 247 teamed-up the experts of the domain to evaluate all the possible channel which we can use to get the best results. Moreover, Digital Agency 247 undertook the following internet marketing actions:

SEO (Search Engine Optimization)

- Keywords Analysis.
- Used Keywords On The Most Relevant Pages To Build Keyword Connection With The Page.
- Redirected The Urls Of The Products Which Are Not Available Anymore To Relevant New Products.
- Cleaned Up Numerous Technical Issues And Improved Site Speed.
- Site-navigation, Menu-bar, Urls, And Architecture Were Restructured To The Best.
- Optimized Product Landing Pages Including Product Name, Image, Description, Specification, Faq, Etc.
- Structured Data On Website Including Product Schema, Review & Rating Schema, Faq Schema, Etc. Were Implemented.
- Conversion Optimization
- Meta-data Optimization.
- Other Off-page And On-page Strategies Were Applied.



SEM (Search Engine Marketing)



- In-depth Keyword Research.
- Campaigns Creation & Optimization which can generate leads
- Keywords Bidding Optimization
- Using Profitable Strategies
- Remarketing Strategy was used.

Email Marketing



We know that email marketing is an essential part of connecting with prospects. Our email marketing experts created a campaign to retain a loyal audience and to convert the potential prospects. By engaging users and gathering feedback, the client gains a better understanding of customer needs and motivations, allowing the client to strengthen the brand by presenting the customer with relevant, timely, and personalized email communications.

SMO

Our social media team created an extensive plan for social media to engage with the potential audience. We created the social persona of the brand, keeping in mind the branding objective of presenting the client's products to the targetted audience. The selection of social media platforms depends on the nature of the client's services. For the client, the primary social media channels, including Facebook, Twitter, LinkedIn, and Instagram were strategically developed, keeping in mind different target audience present on each of these channels.



Result

The outcome of our efforts was satisfying and fruitful. We strategically increased the online sell for his products through our display and social media campaigns by almost 238%. We created campaigns based on geo and demographics, which helped in filtering locations and people that didn't contribute to the profits, thereby increasing the overall revenues of our client.

Additionally, we were able to improve organic and inorganic leads by 49% and 52%, respectively. We succeed in getting targetted keywords rank higher in a short period through effective SEO activities and impactful campaigns across social media platforms. We are happy to provide successful results to the client in achieving significant growth in reach and revenues.

Improvements In Numbers In 1 Year

- Organic Search Growth = 230%
- Organic Revenue Growth = 81%
- Email List Growth = 35%
- Email Revenue Growth = 165%
- Social Traffic Growth = 185%
- Social Revenue Growth = 284%



Analytics Stats

Organic Traffic
+32.23% Sessions

+ Add Segment

Oct 1, 2017 - Oct 31, 2017
Compare to: Oct 1, 2016 - Oct 31, 2016

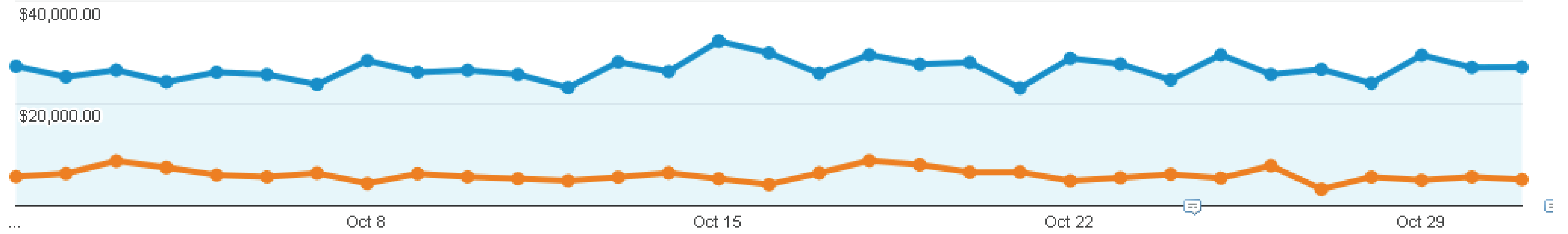
Overview

Revenue vs. [Select a metric](#)

Hourly Day Week Month

Oct 1, 2017 - Oct 31, 2017: ● Revenue

Oct 1, 2016 - Oct 31, 2016: ● Revenue



Revenue & Conversion Rate

Revenue
Organic Traffic
329.55%

\$828,482.55 vs \$192,871.02



Ecommerce Conversion Rate
Organic Traffic
0.72%

2.41% vs 2.39%



Transactions

Transactions
Organic Traffic
361.10%

14,815 vs 3,213



Avg. Order Value
Organic Traffic
-6.84%

\$55.92 vs \$60.03

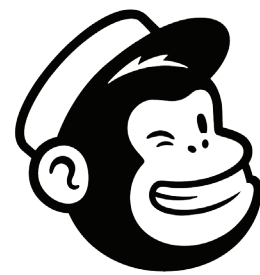


Tools We Use

Screamingfrog



MOZ



mailchimp



Google Ads



Xenu

