

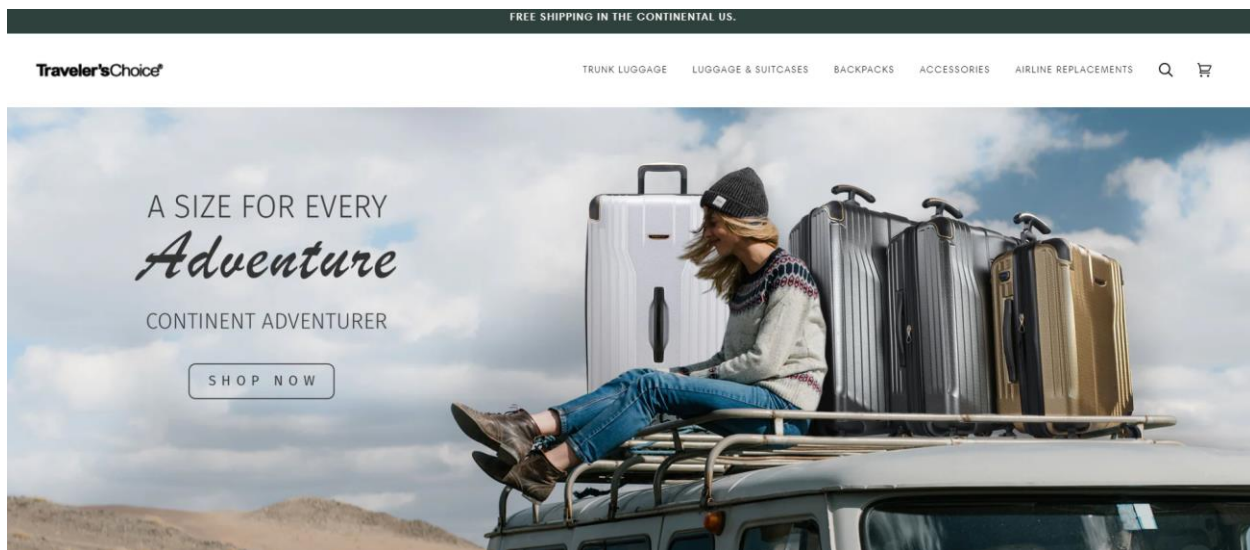
Case Study: Leveraging Digital Marketing for Success For Ecommerce Brand

Industry: Ecommerce – Travel Products

Business Model: Distributing only the finest quality travel goods for the retail and wholesale markets.

Website Platform: Shopify

Website Domain: <https://www.travelerchoice.com/>



Introduction

Traveler's Choice is located in Pomona, California, East of Los Angeles. Founded in 1984, Traveler's Choice prides itself on manufacturing and distributing only the finest quality travel goods for the retail and wholesale markets.

Challenges

Intense Competitive Landscape:

The travel and luggage industry are highly competitive, with numerous brands vying for attention. Standing out in a crowded market is challenging as competition is fierce, particularly evident in the travel luggage market with a substantial search volume of over 18 lakhs per month.

Complex Multi-Management Approval:

Implementing even minor changes requires navigating through multiple layers of approvals and accommodating various stakeholders' input. This complexity slows down the process of pursuing digital growth initiatives.

Seasonal Trends and Purchase Cycles:

Travel-related purchases often follow seasonal trends and are influenced by factors like holidays and vacation seasons.

Customer Reviews and Reputation Management

The travel luggage industry heavily relies on customer reviews and word-of-mouth recommendations.

Mobile Optimization:

Many consumers browse and shop for travel-related products on mobile devices. Ensuring a seamless and user-friendly mobile experience is vital.

Solution

Intense Competitive Landscape:

To stand out in this highly competitive space, we emphasized the USP (Unique selling proposition) of our products. We crafted compelling and targeted content which highlighted the benefits and features of different types of luggage.

Complex Multi-Management Approval:

We streamlined the approval process by establishing a clear chain of command and assigning responsibilities for different levels of approval. We presented data-driven insights and metrics that support the proposed changes to expedite decision-making. Consider regular review meetings to align all stakeholders and gather input earlier in the process.

Seasonal Trends and Purchase Cycles:

By Planning marketing campaigns that align with the trends and understanding the purchase cycles of the target audience we were able to maximize the sales opportunities. We ran several holiday offers and discounts to capture as much as sales and user as possible.

Mobile Optimization:

We made several suggestions to make the website a mobile-optimized website, with easy navigation, and a simplified checkout process.

Dynamic Pricing and Discounts:

The ecommerce landscape often involves dynamic pricing and frequent discounts. Striking the right balance between offering competitive prices and maintaining profitability can be challenging. Implementing effective pricing strategies and communicating value to customers are key.

Digital Marketing Strategy

Pay-Per-Click (PPC):

The traveler's choice team initially assigned us a monthly budget of \$100,000 which in season fluctuated and was increased to \$300,000. Now, spending a large budget requires a perfect strategy to maximize the ROI. Our team did extensive research and analysis and ran the following campaigns:

1. **Search Campaign (Product Centered)**
2. **Search Campaign (Brand Keywords Centered)**
3. **Shopping Campaign (Targeting High Selling Products)**
4. **PMAX Campaign (To cover all platform and increase reach)**
5. **Remarketing Campaign (To target abandoned cart & cross-selling)**

Search Engine Optimization (SEO):

The website's content was optimized to rank higher in search engine results, increasing organic traffic. Relevant keywords, meta tags, and high-quality content were incorporated.

Technical SEO:

One of the biggest challenges for an ecommerce website is the various types of technical issues which hamper the website's overall performance. We ran several audits and fixed many technical SEO issues to optimize the website performance.

Content Strategy and Creation:

We update the category pages with relevant content & FAQ's using our targeted keywords. We also developed an engaging and informative blog content plan to address common customer queries and provide value to the audience.

Backlink Strategy:

Identified authoritative websites in the travel and news niche for potential backlink opportunities.

Engaged in outreach campaigns to secure relevant and quality backlinks to the client's website.

Social Media Marketing (SMO & SMM):

We leveraged social media and influencer marketing while crafting engaging content, giveaways, quizzes, testimonial video and more. We build authentic relationships with influencers and stayed abreast of social media trends which were an essential part of our marketing success.

Results

Within 6 months of implementing the digital marketing strategy, the client witnessed remarkable results:

Online Traffic: The website attracted a significant amount of organic traffic, delivering a growth of 54.45% by:

- > **The SERP Dominator which more than 58% Kws Ranking in Top 3**
- > **68% of Keywords now found on 1st Page.**

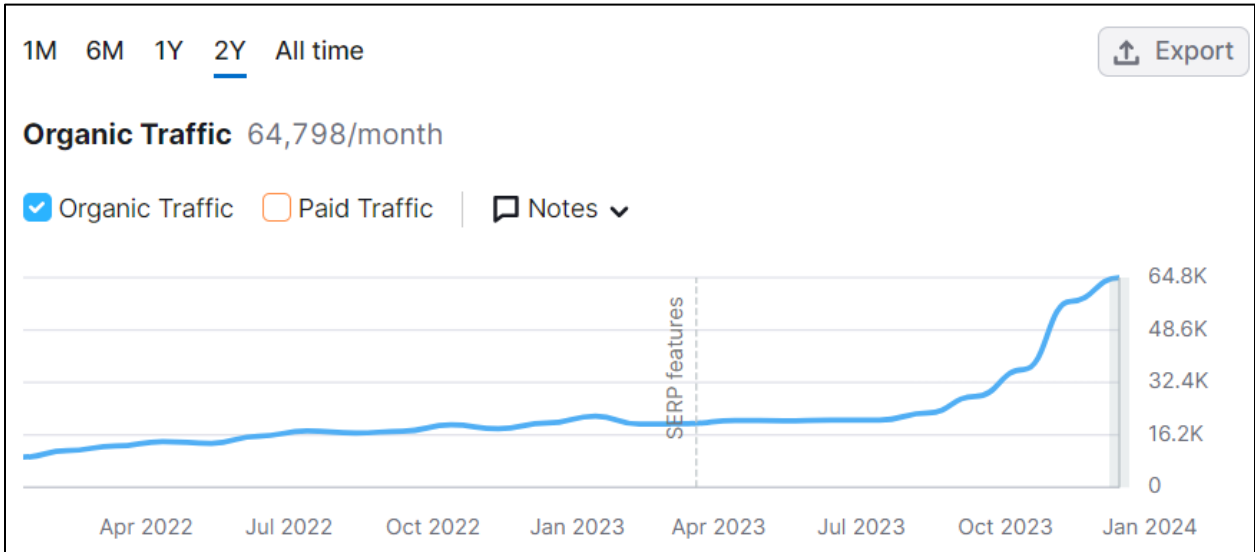
Check the Comparison Report Below:

Parameter	(June 2023) After Launch	After 6 Months (May 2022)	% Growth
Organic Users	13,140	20,295	54.45%
Keywords Visibility (Top 10 Count)	17	80	370.58%
Keywords Visibility (Top 10 Search Volume)	113,380	646,810	470.48%

Month Wise Traffic:

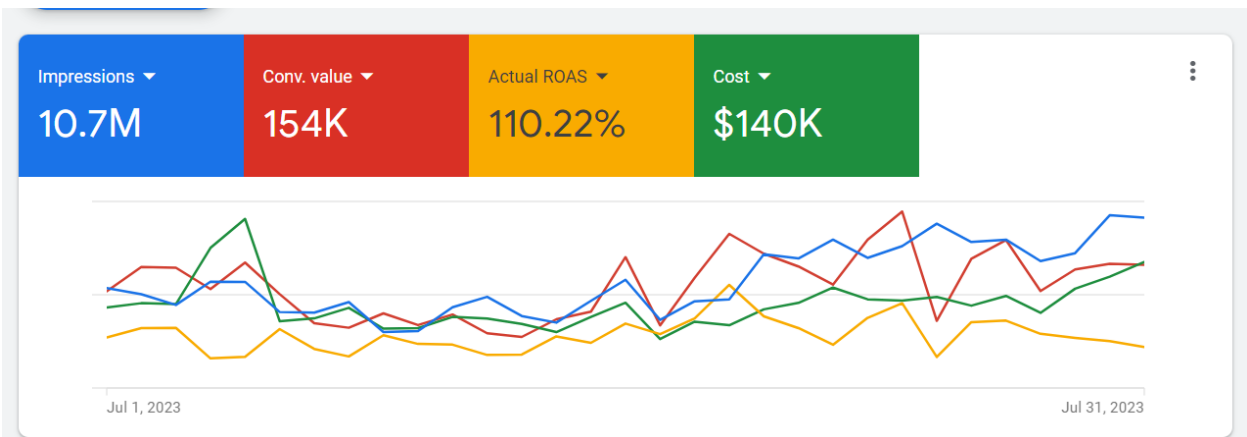
Parameters	June'23	July'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23
Organic Search (Sessions)	13,140	14,344	15,825	16,097	18,903	18,779	20,295
Organic Search (Users)	9,891	12,208	13,343	11,369	12,320	17,214	17,697
Organic Avg. Engagement Rate	50.32%	53.33%	51.47%	55.54%	57.04%	68.44%	67.40%

Screenshot for Organic Traffic Growth:

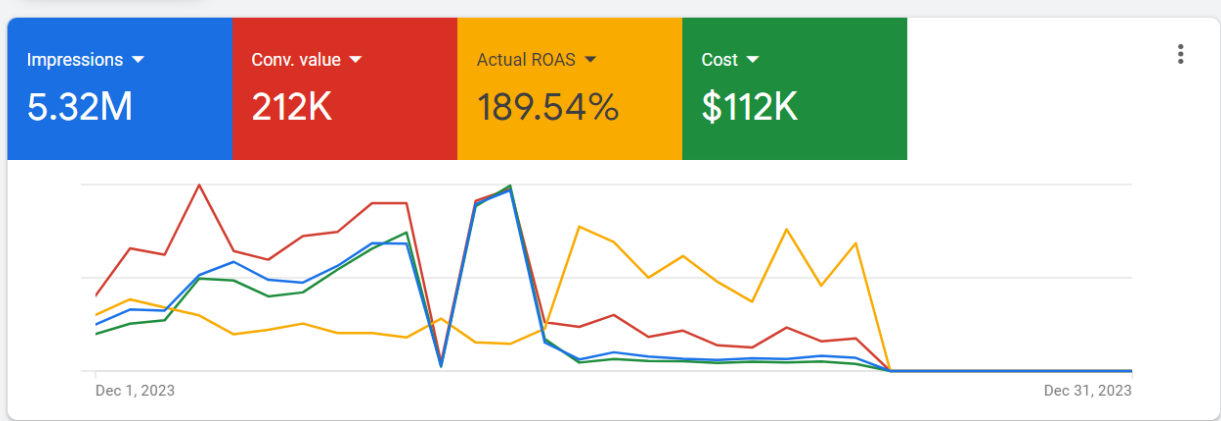


Screenshot for PPC Results:

Before:



After:



Social Media Insights:

Instagram:

Insights	June	December	% Change
Followers	3,560	7,227	103.01%
Impressions	12,155	345,319	2740.96%
Account Reached	4,460	159,159	3468.59%
Account Engaged	336	869	158.63%
Content Engagement	422	1277	202.61%
Profile Activity	525	1472	180.38%
External Link taps	42	157	273.81%

Month Wise Performance:

Insights	June	July	Aug	Sep	Oct	Nov	Dec
Followers	3,560	4617	5,768	6,030	6,542	6,739	7,227
Impressions	12,155	30,758	126,069	1,31,043	165,575	443,658	345,319
Account Reached	4,460	15,221	61,521	39,645	56,026	200,782	159,159
Account Engaged	336	1420	2161	1628	1551	924	869
Content Engagement	422	1719	2584	1910	3436	1153	1277
Profile Activity	525	932	1598	869	2074	1,832	1472
External Link taps	42	96	212	1439	166	269	157

Facebook:

Insights	June	December	% Change
Total Followers	7221	8363	15.81%
Reach	48,863	339,987	595.80%
Engagements	1,843	2,739	48.62%

Website Clicks	1,006	13,839	1275.65%
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Month Wise Performance:

Insights	June	July	Aug	Sep	Oct	Nov	December
Total Followers	7221	7882	8177	8207	8270	8327	8363
Reach	48,863	48863	136,274	96,511	314,762	385,024	339,987
Engagements	1,843	1843	1,218	1,030	1,614	1,435	2,739
Website Clicks	1,006	1,006	4,123	8,580	18,060	22,791	13,839

Social Media Ads:

Insights	June	December	% Change
Reach	111,467	401,684	260.36%
Impressions	179,993	1,060,134	488.99%
Link clicks	1,777	19,756	1011.76%
CPA	\$489.1	\$209.78	-57.11%
Website Purchases	\$8414.93	\$60,836.42	622.96%
ROAS	183%	211.33%	15.48%
Amount Spent	\$4595.75	\$28,786.07	526.36%

Off/On	Campaign	Link clicks	Purchases conversion value	Website purchases conversion value	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)	Amount spent	Budget
<input type="checkbox"/>	US - Sales - 3 Piece - Competitors Interest S...	2,715	\$9,018.64	\$9,018.64	2.56	2.56	\$3,516.70	Using ad set t
<input type="checkbox"/>	US_Sales_Trunk_Campaign - Advantage+ s...	3,371	\$6,816.73	\$6,816.73	2.35	2.35	\$2,899.21	Using ad set t
<input type="checkbox"/>	US_Sales_Trunk_Campaign	2,177	\$8,805.52	\$8,805.52	3.14	3.14	\$2,804.53	Using ad set t
<input type="checkbox"/>	US_Sales_Lookalike_UGC_Videos_Testing	1,191	\$3,041.04	\$3,041.04	2.16	2.16	\$1,410.74	Using ad set t
<input type="checkbox"/>	US_Sales_AD+SH (Pagosa/Archer/Ultimax)...	969	\$794.08	\$794.08	0.94	0.94	\$841.45	Using ad set t
<input type="checkbox"/>	Test	-	-	-	-	-	-	Using ad set t
<input type="checkbox"/>	Christmas Sale Campaign- 40% OFF	6,529	\$19,240.32	\$18,991.48	1.57	1.55	\$12,286.47	Using ad set t
<input type="checkbox"/>	Black Friday & Cyber Monday Sale - 20%	-	\$0.00	\$0.00	-	-	-	Using ad set t
Results from 72 campaigns		19,756	\$61,258.45	\$60,836.42	2.13	2.11	\$28,786.07	
Excludes deleted items		Total	Total	Total	Average	Average	Total Spent	

Budget Planning

Budget	Up to 300K – 400K USD
PPC	70%
SMM	10%

SEO	10%
Content Marketing	2%
News & Press Releases	1%
Content Writing	1%

Team Structure

