



# ECOMMERCE CASE STUDY

The biggest challenge that many eCommerce sites face when they launch is getting people to visit their site and actually buy something from it instead of just browsing around. The conversion rate from visitor to buyer can be challenging to track, and if you're not tracking it regularly, you won't know if your marketing efforts are working or if you need to change them to see better results.

## AT A GLANCE

### CHALLENGES

- Slow-loading website
- Low web traffic
- Lack of SEO
- More products
- Less than 150 keywords

### RESULTS

- High organic web traffic
- Google 1st page
- Email Marketing
- SEM Strategy with higher conversion

## RECOMMENDATIONS

Research and analysis were done by identifying keywords and search engine optimization (SEO) opportunities, social media marketing (SMM), email marketing, remarketing/retargeting, search engine marketing (SEM), and paid search advertising. We also created content for organic traffic using influencers, videos, infographics, and more to build brand awareness. We improved their position on Google's first page for many of their target keywords. As a result, we have seen double-digit growth month over month for both traffic and revenue.

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## OBJECTIVE

The objective was to be found on search engines and increase sales. This eCommerce website has been in business since 2016 making good profits but couldn't break beyond its expectations. Knowing they are competing with Amazon, this was an exciting project.

## CUSTOMER ANALYSIS

Our customer analysis helped us identify the key characteristics of our client's target audience. We designed marketing campaigns that would appeal to them more effectively based on these findings. Moreover, it gave us a deeper understanding of their audience's needs and wants so that we could create content that they would find valuable and helpful. As a result, it increased our chances of converting potential clients into paying ones.

## KEYWORD ANALYSIS

This client had less than 150 keywords, and for an eCommerce website, that is very low. It's important to have at least 300-500 keywords so you can rank on Google for more competitive search terms. Keyword search volume (monthly) is a metric used by Google Ads advertisers to determine how many people are actively searching for a specific keyword phrase within Google each month.

## COMPETITOR ANALYSIS

Our competitor analysis included checking keyword rankings and looking at their social media profiles (Meta, Twitter, and TikTok) to see how they were engaging with their audience. What kinds of posts did they share? How often? What type of content got them likes and shares? We used all these insights as inspiration for our content creation strategy.

## MARKET RESEARCH ANALYSIS

Conducting market research to uncover how your business is perceived by both customers and competitors in its marketplace. This is a great exercise to perform, even if you are not launching a new business or website. It helps you gain valuable insights into what works and what doesn't to position yourself more effectively within your market.