

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

Introduction

The Brand is located in Pomona, California, East of Los Angeles. Founded in 1984, they prides themselves 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.

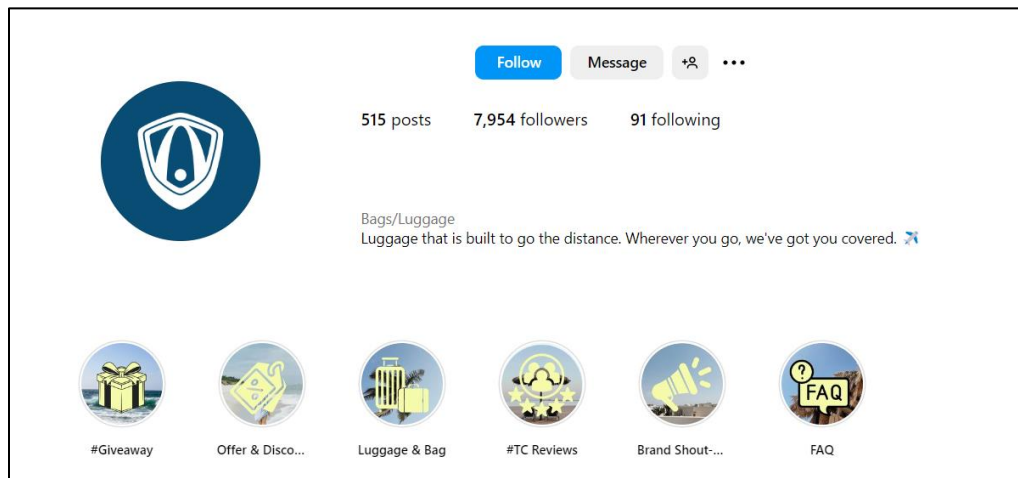
Dynamic Pricing and Discounts:

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.

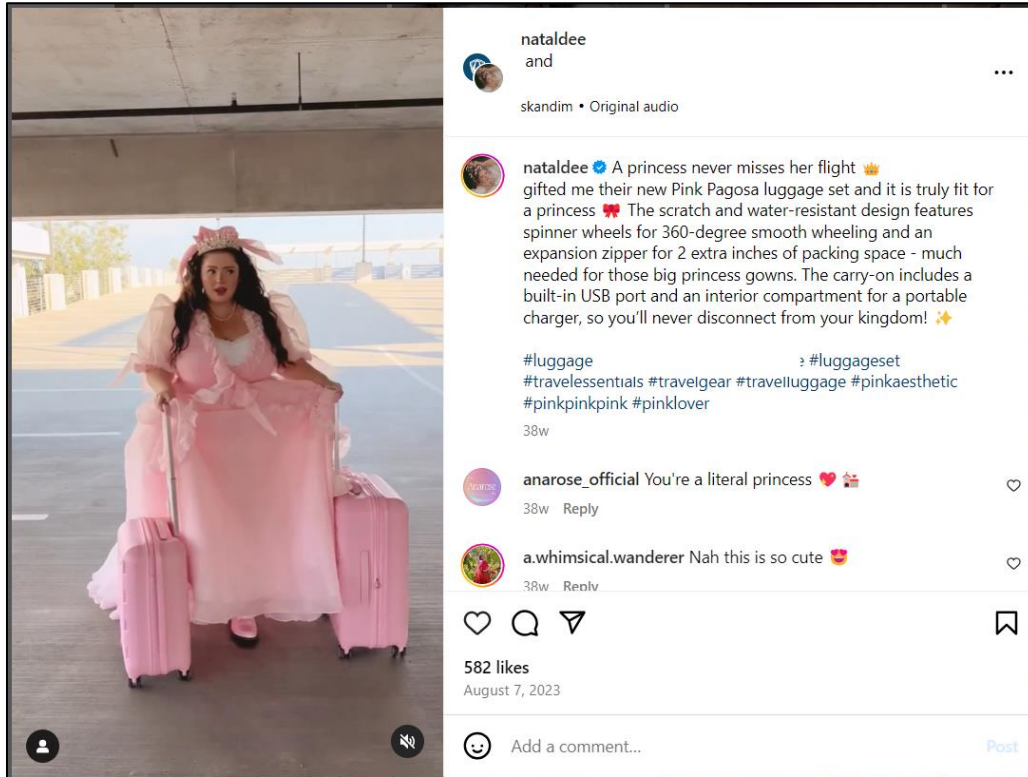
Social Media Marketing Strategy

Social Media Marketing (SMO & SMM):

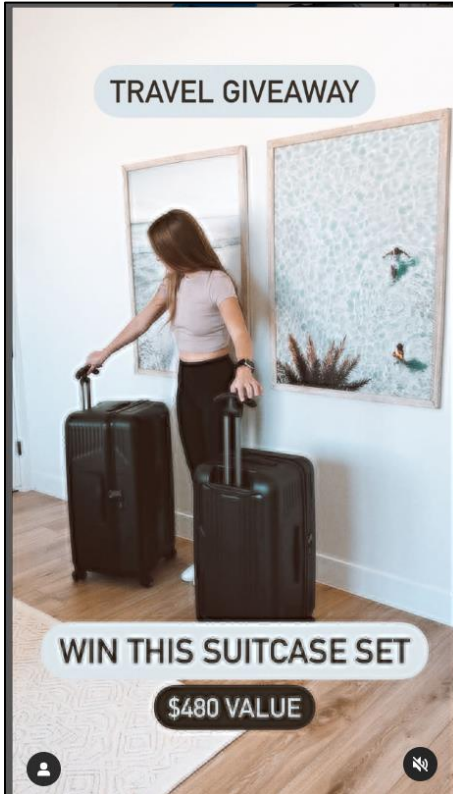
We leveraged social media and influencer marketing while crafting engaging content, giveaways, quizzes, testimonial video and more. We build authentic relationships with influencers and stayed abreast of social media trends which were an essential part of our marketing success.



Influencer Collaborations:



Giveaway Contest:



rachaelburgess
and
tcluggage
Original audio

rachaelburgess TRAVEL GIVEAWAY!! Win this luggage set (\$480 value).

Entering is easy:


1. Follow @tcluggage & @rachaelburgess
2. Drop a comment and tag your travel buddy, naming where you'd take them and the Ultimax II for your next trip!
3. Bonus entry for following @tcluggage on TikTok!

Friend that is tagged will win a set of the Ultimax II as well!

No purchase necessary, void where prohibited. Begins 10/18/22. Ends 10/20/22. Open to legal residents of U.S. & DC, 18+. Giveaway is in no way sponsored, endorsed, administered by, or associated with Instagram. Giveaway ends on October 20th - winners will be announced via IG Story and Traveler's Choice IG Story on October 21st

5,550 likes
October 20, 2022

Add a comment...



skhammer
and
Original audio

skhammer The Ultimate Travel Trick You Need:
#sktraveltime
✨ Win your very own medium & large Ultimax II Trunk Spinner + one for your favorite travel buddy! ✨

Drop a comment and tag your travel buddy naming where you'd take them and the Ultimax II for your next trip!

- Must follow & @skhammer
- Bonus entry for following on TikTok!

FTC Giveaway Terms & Conditions No purchase necessary, void where prohibited. Begins 10/18/22. Ends 10/20/22. Open to legal residents of U.S. & DC, 18+. Giveaway is in no way sponsored, endorsed, administered by, or associated with Instagram.

80w

kaseylizzie @ioriahailey love! Can't wait to see yours!

8,976 likes
October 19, 2022

Add a comment...

Product Reviews:



Follow



Our happy customer with her cutest 🐶 travel companion. Customer satisfaction at its finest - see what they are saying about our luggage. 🥰

#StayOrganized #TravelInStyle #
#HappyCustomer #CustomerFeedback #SeamlessJourney
#SpinnerWheels #LightweightDesign #WellDesignedInterior
#TravelEssentials #LuggageGoals #ExploreTheWorld #Wanderlust
#adventureawaits

42w



gegotracker ❤️ ❤️



42w Reply



55 likes

July 13, 2023



Add a comment...

Post

Results

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

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%

Facebook:

Insights	June	December	% Change
Total Followers	7,221	8,363	15.81%
Reach	48,863	339,987	595.80%
Engagements	1,843	2,739	48.62%
Website Clicks	1,006	13,839	1275.65%

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 ^[2]	\$9,018.64 ^[2]	2.56 ^[2]	2.56 ^[2]	\$3,516.70	Using ad set t
<input type="checkbox"/>	US_Sales_Trunk_Campaign - Advantage+ s...	3,371	\$6,816.73 ^[2]	\$6,816.73 ^[2]	2.35 ^[2]	2.35 ^[2]	\$2,899.21	Using ad set t
<input type="checkbox"/>	US_Sales_Trunk_Campaign	2,177	\$8,805.52 ^[2]	\$8,805.52 ^[2]	3.14 ^[2]	3.14 ^[2]	\$2,804.53	Using ad set t
<input type="checkbox"/>	US_Sales_Lookalike_UGC_Videos_Testing	1,191	\$3,041.04 ^[2]	\$3,041.04 ^[2]	2.16 ^[2]	2.16 ^[2]	\$1,410.74	Using ad set t
<input type="checkbox"/>	US_Sales_AD+SH (Pagosa/Archer/Ultimea)...	969	\$794.08 ^[2]	\$794.08 ^[2]	0.94 ^[2]	0.94 ^[2]	\$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 ^[2]	\$18,991.48 ^[2]	1.57 ^[2]	1.55 ^[2]	\$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 ^[2] Excludes deleted items	19,756 Total	\$61,258.45 Total	\$60,836.42 Total	2.13 Average	2.11 Average	\$28,786.07 Total Spent	

Budget Planning

Budget	Up to 30K – 40K USD
SMM	10%
SEO	10%

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

Team Structure

