

Promotion of 2 x Shopify Stores

Requirements

As client has 2 projects; both the projects targeted different niche of “Fashion & Cosmetics” and “Kitchen & Cooking”, so as he wanted to promote and launched online both the projects in terms of increase brand awareness, drives traffic and boost online store sales.

He already hired any other agency in the India but didn't receive fruitful results as his primary focused to increase brand awareness. With offer the proposal, he acquired our SEO and Social Media Services.

Challenges

Before start working on the projects, our team first analyzed the whole 2 projects, includes:

- First, we analyzed both the websites in terms of SEO and figure out some of the glitches like – keywords are not properly optimized on the website, SEO Friendliness issues, other Google tools that not attached with the website, etc.
- Along with, we also analyzed all social media digital footprint like Facebook, Twitter, Instagram and etc. As client has already created profiles on major social media profiles but still not proper optimized.
- Once we analyzed both the projects, we started to perform other SEO activities like Keywords Research as per both the industry and products, it was challenging for us as “Kitchen & Cooking” has only 3 products (related to Microwave) listed on the Shopify store and the client only wanted to use maximum products' keywords.
- But on the other hand, “Fashion & Cosmetics” has more than 10 to 12 products (related to Beauty & Cosmetic) listed on the Shopify store (at the launched of the store) as well as fixed some other website issues in terms of search engines visibility.
- Alongside, we also analyzed and properly optimized all the social media channels in terms of getting higher visibility and create a business profile.
It includes –
 - a) Used relevant Facebook Business Page Theme with appropriate CTA that complement each project.
 - b) Create a short description for both the projects to well-fitted in other social media bio requirements.
 - c) Convert some ordinary social media profiles into Professional Business Accounts, with right category selection.

Solutions

- ✓ We have started promotions & craft the strategy to promote and offer a Giveaways Contest on the newly launched of both projects and promoted on Social Media channels.
- ✓ Created a “Weekly Work Scope”
- ✓ We've also created a separate Facebook Groups for both the projects
- ✓ As client has more limited products that he wanted to list only for one week, so we created a program named; “Weekly Deals” that is only available for Group members, updated at every Wednesday with some discounts to buy from the store.
- ✓ Along with, we created a “Weekly Newsletter” with use of the similar products that includes the overall introduction and benefits of the product, that is also only for Group members.
- ✓ On the website, we created and updated a new blog post related to tips and solutions, how-to, general information or any other at every Saturday for both the projects. And other SEO activities help side-by-side.

- ✓ On every Monday, we received the raw video from the client to edit the entire video, make cuts, add & fix sounds and add other elements by using our “Video Editor team” that posted on respective YouTube channels and promoted the same video on other platforms.
- ✓ we’ve run an Email Marketing Program with to target the audience.
- ✓ Done Influencer Marketing for Instagram

Results

In 2.5 periods of month projects handling, we’ve generated more than 6,000 Facebook Page Followers on “Fashion & Cosmetic” and more than 5, 000 Facebook Page Followers on “Kitchen and Appliances” generated more than 50-55% of traffic from social media and organic search.

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