

# Case Study: Leveraging Digital Marketing for Success For On Filters4you Brand

**Industry:** – Ecommerce

**Business Model:** B2C

**Website Platform:** Shopify

**Website Domain:** <https://www.filters4you.net/>



## INTRODUCTION

Filter4You is based in Simpson, North Carolina. Since its inception in 2006, the brand has become a globally trusted name for selling filters for clean air and water consumption.

## CHALLENGES

### **Intense Competitive Landscape:**

The filtration industry is highly competitive, with numerous brands vying for attention. Standing out in a crowded market is challenging as competition is fierce, particularly evident in the Water and air filter market with a substantial search volume of over 20 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.

### **Customer Reviews and Reputation Management**

The Filters4you industry heavily relies on customer reviews and word-of-mouth recommendations.

### **Mobile Optimization:**

Many consumers browse and rent for filtration products on mobile devices. Ensuring a seamless and user-friendly mobile experience is vital.

## **SOLUTION**

### **Intense Competitive Landscape:**

To distinguish ourselves in this fiercely competitive arena, we've placed a strong emphasis on showcasing the unique selling points of our products. Our approach involves creating engaging and tailored content that showcases the advantages and distinct features of various Filters4you offerings.

### **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:**

We were able to maximize sales chances by studying the target audience's purchase cycles and planning marketing campaigns that correspond with current trends. To get as many sales and users as we could, we conducted a number of holiday promotions and discounts.

### **Mobile Optimization:**

We offered a number of recommendations to improve the website's mobile friendliness, ease of use, and checkout process.

### **Dynamic Pricing and Discounts:**

A common feature of the e-commerce environment is dynamic pricing and frequent reductions. It might be difficult to strike the correct balance between retaining profitability and providing competitive prices. Communicating value to clients and putting good pricing plans into practice are crucial.

## **DIGITAL MARKETING STRATEGY**

### **Pay-Per-Click (PPC):**

We were initially given a \$3,000 monthly budget by the On Filters4you team, albeit this changed over the season. Spending a big amount of money now calls for the ideal plan to optimize return on investment. After doing a thorough investigation and analysis, our group launched the following campaigns:

- 1. Search Campaign (Brand Centered)**
- 2. Search Campaign (Brand Keywords Centered)**
- 3. Remarketing Campaign (To target website visitors & abandoned carts)**
- 4. Performance max campaign ( Shopping campaign)**

## **RESULT**

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

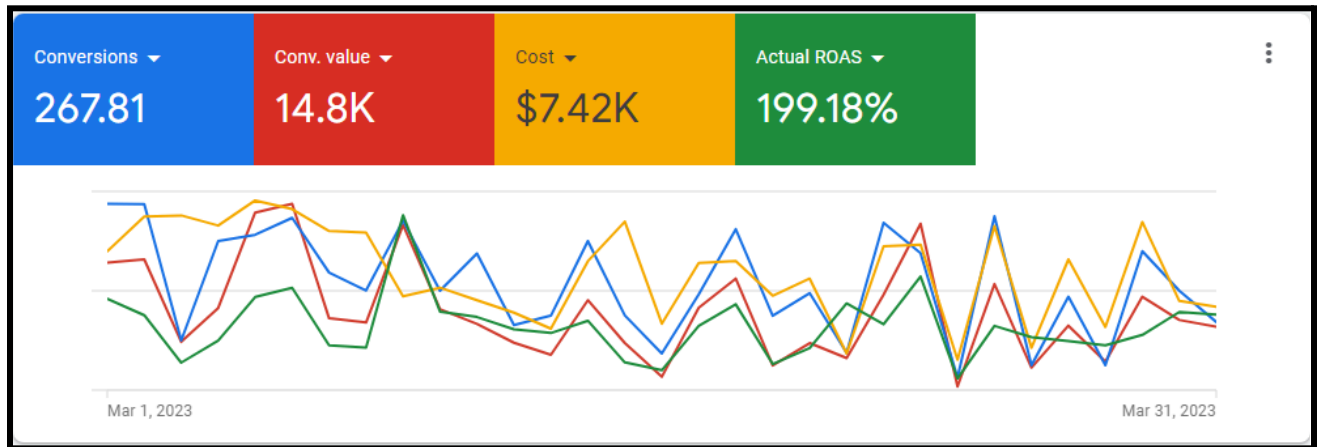
**Check the Comparison Report Below:**

### MONTH WISE TRAFFIC

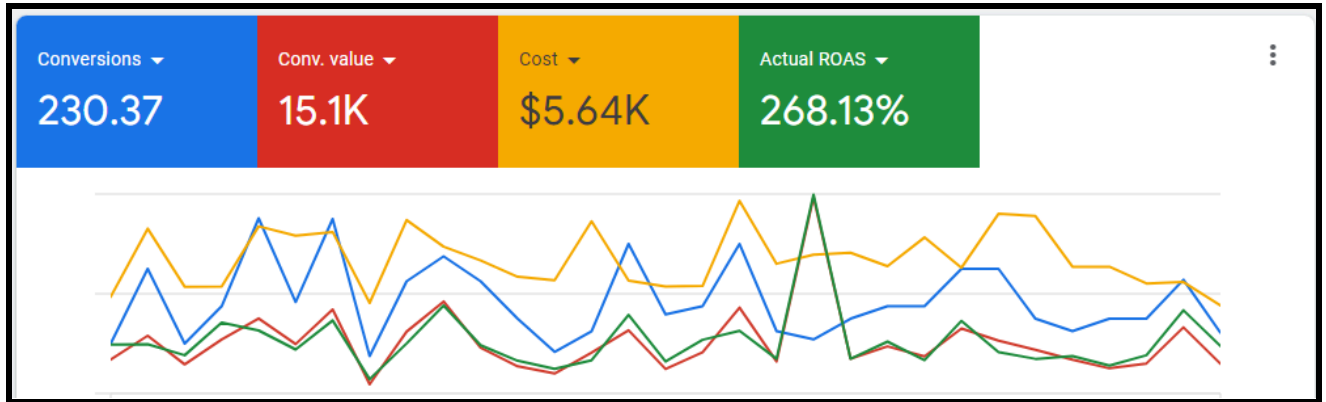
Parameters	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24
Paid Search (Sessions)	300	955	1218	627	769	157
Paid Search (Users)	413	1104	1406	714	874	228
Paid Avg. Engagement Rate	64.72%	57.35%	40.26%	65.47%	66.5%	68.5%

### SCREENSHOT FIR PPC RESULT

**Before:**



**After:**



### BUDGET PLANNING

<b>Budget</b>	<b>Up to 2K – 3K USD</b>
<b>PPC</b>	\$3k

### TEAM STRUCTURE

