

# Case Study: Accelerating Revenue Growth for a Custom Golf Print E-commerce Store

## Company Overview

Industry: Custom Golf Print E-commerce

Duration: 8 months

Initial Situation

Challenges:

- Stagnant Growth: Despite previous marketing efforts with another agency, the company faced challenges in sustaining and accelerating growth.
- Underperforming Strategies: Existing strategies did not effectively capitalize on market opportunities, leading to suboptimal engagement and revenue outcomes.

Objectives:

- Revenue Growth: To significantly boost the company's revenue within a short period.
- Improved Engagement: To increase customer engagement through targeted marketing campaigns and effective promotions.

## Strategy and Implementation

Services Provided:

- Facebook ads
- Google ads
- Email marketing

Approach:

1. Initial Analysis:

- Review Past Actions: Conducted a thorough review of previous marketing actions and campaigns to identify strengths and weaknesses.
- Customer Engagement Analysis: Analyzed past engagement data to understand what content and promotions resonated most with the audience.

2. Iterative Strategy:

- Creative Testing: Rapidly tested multiple creatives to determine which visuals and messages drove the best engagement and conversions.
- Audience Segmentation: Experimented with different audience segments to identify high-value groups and optimize targeting.
- Strategic Promotions: Planned and executed promotions around key holidays and events to capitalize on peak shopping periods.

3. Comprehensive Campaign Management:

- Facebook Ads: Developed and managed ad campaigns focusing on targeted audience segments with high engagement potential.
- Google Ads: Ran search and display campaigns to capture high-intent customers actively searching for custom golf prints.
- Email Marketing: Designed email campaigns to nurture leads, re-engage past customers, and drive repeat purchases.

### **Tools and Technologies Used:**

- Facebook Ads Manager: For creating, managing, and optimizing Facebook ad campaigns.
- Google Ads: For executing search and display ad campaigns.
- Email Marketing Platforms: For designing and automating email marketing campaigns.
- Analytics Tools: For tracking performance metrics and customer behavior insights.

### **Results**

#### Key Metrics:

- Return on Ad Spend (ROAS): Used to measure the direct revenue generated from ad spend.
- Marketing Efficiency Ratio (MER): Evaluated the overall efficiency of marketing efforts in driving revenue relative to total marketing spend.
- Customer Feedback: Collected feedback from the client to gauge satisfaction and identify areas for improvement.

#### Quantifiable Results:

- Revenue Growth: Achieved a revenue increase of \$1.2 million within 8 months.
- Improved ROAS and MER: Significant improvements in both ROAS and MER, indicating highly effective and efficient marketing strategies.
- Enhanced Engagement: Increased engagement metrics, such as click-through rates (CTR) and conversion rates, demonstrating the effectiveness of the creative and targeted approach.

#### Additional Benefits:

- Strategic Insights: Provided valuable insights into customer behavior and preferences, enabling more informed decision-making for future campaigns.
- Holiday Promotions: Successfully leveraged key holidays and events to boost sales and maximize revenue during peak periods.