

Top Level Marketing For Eye Lash Company

Our team offers high quality digital marketing services at Your Company for varying online business and marketing needs.

With years of marketing experience Your Company offers highly customized digital marketing strategies for organizations and individuals. We use innovative digital marketing tools and deliver digital strategies that drive record breaking results.



Our Client

Beauty Lash started its journey in 2015 in Brussels, Belgium. Beauty Lash offers variety of eyelash extensions and eyelash growth serum products to satisfy varying needs of individuals. With advanced formula and customer-proven results, Beauty Lash gives clinically proven superior results. Company uses innovative approaches to improve beauty of people where research and development on eyelash extensions and eyelash growth serum have remained topmost priority of Company.

“At Beauty Lash, we have developed strong organizational structure and well defined processes. To add value to the natural beauty of people our products slowly and gradually show results which last longer.”

Beauty Lash has focused on achieving class leading online market presence in both the B2B and B2C markets. As a new Company, it was compulsory for Beauty Lash to focus upon research, planning, and delivery system before launching campaign. But it only focused upon SEO and Pay Per Click marketing which created problem for Company

CASE STUDY

Challenges

Before approaching us WXleash launched an ongoing Pay Per Click Campaign which did not bring desired results. It was very crucial for WXleash to reach its customers in effective way and achieve desired sales.

After getting in touch with us about online marketing, our services added great value to online marketing of Company. In the very start, Company asked us Search Engine Optimization (SEO). Our SEO services helped Company to improve its search. In effect, they approached us for PPC Campaign.



An Impactful PPC Campaign

In order to launch winning PPC Campaign, a business needs to hire real experts who understand different dynamics of complex, multifaceted PPC Campaign. We used 8 key success factors to develop foundation of remarkable performance:

- **Keyword:** We analyzed keywords used in previous PPC Campaign. As per analysis fewer related keywords were used in PPC Campaign which did not bring desired results. Through in-depth keywords research, we were able to find effective selection of keywords for PPC Campaign. Selective keywords were the first step towards success.
- **Quality Scores:** Improvement in landing pages and ad copy were the key components to bring great results and improve overall campaign performance.
- **Branded Search Campaign:** Earlier campaign has issue of lower number of advert copies per adverts group and fewer negative keywords in PPC Campaign. To deal with this issues, number of advert copies was increased. On other side, set of negative keywords was designed carefully.
- **Non-Branded Search Campaign:** Branded campaign faced issues of insufficient negative keywords and advert group duplication issue which resulted ineffectiveness of campaign. To deal with this issue number of advert copies was increased, and significant differences between branded and non-branded campaign were created where new set of negative keywords was added to campaign. These changes were crucial for campaign.



Search Campaign Competitors: As per research analysis, earlier campaign was not cost effective which brought higher pay per click. To achieve desired results, we optimized campaign as per budget and desired return on marketing investment.

CASE STUDY

- **Remarketing Campaign:** No segmentation was considered in remarketing campaign. Therefore, it was expected that it will not bring desired results. To achieve desired results, campaign was segmented on the basis of organization and its customers.
- **Audience Listing:** Audience listing was the key success factor of campaign, and it was properly done.
- **Display Marketing:** Display marketing was added to this campaign which helped us to increased its effectiveness

In second month of Campaign valuable results achieved where original budget was topmost priority of campaign:

- Clicks and click-through rates were increased by 435.63% and 60% respectively.
- 800.92% increase in cost was experienced where cost per click was decreased by 6%.
- 350% increase in conversion was achieved whereas return on marketing investment was 172%.

Incredible SEO Results

The main goal of SEO strategy was to bring higher organic Google search results. Through this approach great results were achieved within 2 months.

On-site SEO included website optimization, focused metadata, SEO rich content, product page correlation and SEO based fine tuning of website. For off-site SEO catchy content and branded messages were placed on social media channels, and blogs. Following results were achieved with SEO:

- Website users increased by 2035 users where organic traffic and total traffic was increased by 520% and 600% respectively.
- Revenue was increased by 120% whereas customer conversion rate was increased by 115%.

Management of Beauty Lash was surprised with great results.

After opting SEO optimization and PPC Campaign services from Your Company we achieved remarkable sales growth. Sales records show 135% sales growth in one quarter. Moreover, it also helped us to improve our online presence which is expected to help us in near future.

W James Walker
CEO

