

Turning a Seasonal Ecommerce Company Into an All-Year-Round Business

See how our team turned a seasonal eCommerce company into a year-round business



Highlights

RESULTS

- ④ 145.7% Increase in Organic Search Leads
- ④ 117.3% Organic Conversion Rate Increase
- ④ 13.1% Increase in Organic Website Sessions

OVERVIEW

The owner of an eCommerce store contacted us to manage their pay per click account. His business sells high-quality seeds online. After running a failed campaign with a freelance Google Ads Specialist, producing little to no results, and wasting a lot of money, they decided to work with an agency that had a good track record. After doing some research, they picked us to help them improve their web presence and grow their business online.

OUR SOLUTION

Our team established a strategy that would enable this business to acquire a ROAS above 2.5, decrease CPA to \$10.00, increase their online presence and outrank their competitors. The action plan included the following:

- ✔ Installing tracking for completed purchases as well as eCommerce tracking
- ✔ Installing Google Analytics to measure consumer behavior
- ✔ Leveraging search, shopping, remarketing and display campaigns to increase reach and the number of leads generated
- ✔ Reducing the location targeting, plus considering each state's weather and shopping trends to accommodate seasonality challenges brought by the industry

You're ready to grow your business. We here to help you succeed online.

Request a free inbound strategy session with a senior marketing strategist and discover how you can overcome your digital marketing challenges to grow your business.

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