

## Strata Digital Geeks

Digital marketing campaign management and optimization for ecommerce website belonging to Jennifer Furniture, leading Online Furniture retail chain in Tri State Area USA committed to offer best furnishings for over 40. Jennifer offers goods both in-store and on its website.

### GOALS:

- Increase Sales and Brand Awareness.
- Gain more clarity on the impact of the main touch points that influence shoppers before, during, and after they engage with the brand online.
- Find patterns in engagements that correlate with conversions.
- Understand how investments in specific channels affect performance on other channels.



### ACTION PLAN:

We started Digital Marketing campaign in order to drive more targeted search traffic and help convert visitors into leads once they arrived on the site. We utilized almost all aspects of digital marketing to reach out to their customers. We launched campaigns on paid social media such as - Google AdWords, Facebook, Instagram, Bing, through this way, we could be sure that the Jennifer Furniture products have visibility on different devices and on different ad platforms. The campaign consisted of display ads to drive brand awareness.

### RESULTS & METRICS:

**30%** Increase  
In Annual ROI of  
Jennifer Furniture

**62%** Increase  
In ROI through  
Google Ads

**50%** Increase  
In ROI through  
Organic Search Engine

**18%** Increase  
In ROI through  
Facebook Ads

**15%** Increase  
In ROI through  
Instagram Ads

**7%** Increase  
In ROI through  
Bing Ads



Case Study

Strata Digital Geeks

Products:  Google Ads  Facebook Ads  Instagram  Bing ads

## Now, let's discuss each social platform

### GAME PLAN:

#### Google Ads

To quickly ramp-up online sales, we identified Ad Words as the best PPC advertising channel. We executed the project in two phases, starting with research and then moving on to execution. Our team researched high value keywords and examined competitors' landing pages, ad copy, messaging, offers and bidding strategies. Then, we launched a PPC campaign to drive Jennifer Furniture buyers to the ecommerce site.

#### Instagram Ads

We ran ads to increase sales and brand awareness. The ad creative featured attractive Photos of its product catalogue and décor in a grid and also eye-catching, fast-cut Video ads on Instagram Stories Furniture products along with the price and discount offers on a particular event that takes place throughout the year.

#### Facebook Ads

We started our Facebook Ads campaign by conducting research and created a Custom Audience List Setup, Ad Set Targeting, Ad Optimization, and Pixel optimization based on location, age, gender, language, interests, and behavior. We wrote headlines and body text, created images, and decided on the placement of the ads. Later we set the budget in two phases Campaign budget and Ad set budget.

#### Bing ads

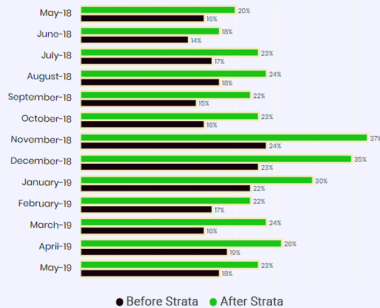
By using the Bing Ads we focused on keywords specific and variations to Jennifer Furniture line of business. By using the Research Keywords tool, we were able to find the most relevant keywords for the audience and select appropriate bid.

## Yearlong campaign helped Jennifer Furniture successfully measure the overall Total Number of ORDERS AND SALES

We saw efficient traffic and improved metrics from overall digital marketing campaign. Here are some snippets of Before and After Strata in connection with increase in SALES AND ORDERS.

### Strata

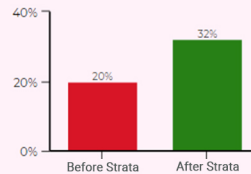
Overall, we've seen a growth in **SALES** for each month during the year. We are on target!



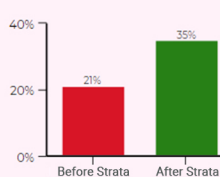
### Orders & Sales

Year to Year Overall Comparison of Total **ORDERS** and **SALES**

#### ORDERS

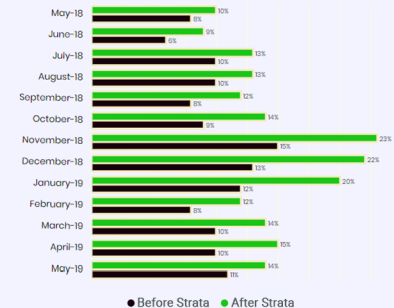


#### SALES



### Strata

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### Optimization Audits And Supports:

- ✔ Live Chat Support with 24 Hours coverage
- ✔ Accessibility to conform to ADA Laws
- ✔ Abandoned cart recovery through SMS on a sales (Cost based on recovered carts!)
- ✔ Increase cart recovery by automating customer outreach to close the sale
- ✔ Monitoring product reviews and ratings.
- ✔ Product price and meta content optimization
- ✔ Frequently, work on the product page and sales metrics to increase customer trust
- ✔ Based on sales & events, we're updating offers, CTA, & coupons on the live website.