



CORINT JUNIOR

## CASE STUDY **CORINT** **Junior**

Ecommerce -  
Social Media



### THE COMPANY

Corint is one of Romania's biggest and most well-known publishing houses, having a historic heritage and nationwide distribution for some of the most popular national and international Bestsellers and book releases

### THE CHALLENGE

Corint Junior is the department responsible for books for children and teenagers of up to 18 years old, and was having difficulties gaining visibility in the Online space. Online sales were also very low, and this was a core channel the company wanted to become competitive.

## OUR APPROACH

Undergoing a deep market research and brand audit, as well as organising strategy workshops with the publisher's team, we have identified the main issues which were causing conversion rate drops, as well as the opportunities for the brand to quickly gain momentum.

We have used audience insight from parallel studies to feed into the brand's strategy, and recreate modern customer persona's which we could then use for marketing. As the brand was also well-known, and the products were of a high quality, we wanted to efficiently exploit their current audience and new releases, while in parallel, target niche, high quality traffic.

## THE SOLUTION

We started working with Corint Junior in order to create and deliver a modern **Organic Social Media Strategy** and plan, as well as build a healthy **Inbound Marketing** system to generate online sales. As the starting budget was limited, the two channels chosen for driving sales were Google Search Ads (Adwords) and Paid Social Media (Facebook & Instagram).

The Organic Social Media strategy contained **Nano-Influencer Marketing** tactics, which would smoothly feed into the **Paid Social Media Campaigns plan** - working together as a sales generating system.

### Solutions used

- 1 Google Search Ads
- 2 Paid Social Media
- 3 Organic Social Media

## EARLY RESULTS

In order to **optimise budget spend**, as well as generate Engagement - with a view to quickly increase conversion rates, we have used **Custom Intent, In-Market, Behavioural Targeting** and Interest-based audiences to target niched down, high quality traffic with high purchase intent for the Corint Junior books.

Custom Lookalike Audiences, Web Remarketing and Social Remarketing audiences were used to facilitate

conversion-focused campaigns, as well as generate sales for new book releases.

Within the **first month**: we managed to create and deploy a professional **Organic Social Media & Content Marketing strategy** that has set the Facebook and Instagram pages on a growth trajectory, as well as launch Social Media Paid and Google campaigns achieving up to **230% better results** than the industry benchmark.



We have been invited to collaborate further with the brand for rebuilding and optimising the Ecommerce infrastructure, a project which would enable us to scale together all our marketing efforts, as well as improve tracking, dynamic remarketing campaigns and on-site conversion rates.

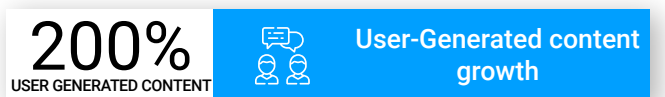
We'd be happy to see how we could help your business achieve outstanding results, too.

Within the first **three months**, we have managed to grow the Facebook Page **Engagement rate by 600%**, as well as maintain Google, Facebook & Instagram Ads performance between **230% - 300%** above the industry benchmark.

The production of **User-Generated**



**Content** grew by **over 200%**, which was highly beneficial for the brand as not only this was distributed through the nano-influencer networks, but also served as new content to be published on the company's platforms.



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