

Case study

Natural supplement store



THE COMPANY

The company is one of the oldest Health & Natural Supplements stores in Romania. They offer a wide range of supplements for treating and preventing many common conditions, such as hypertension or joint pain, as well as beauty supplements such as collagen or hyaluronic acid.

THE CHALLENGE

The company has been active since 2012 and, although some of their products are well known in the market and with very good reviews, they wanted to update their marketing strategy and extend their communication channels more to the organic side of things, in order to increase their ROI.

An agency was needed to help with a marketing strategy to promote their products using Social Media organic channels, as well as On-site and Off-site SEO & Content Marketing.

OUR APPROACH

We dedicated the first week of our collaboration to complete an audit of their online presence and of their website, focusing on aspects that could improve the user's experience from first visit to checkout.

A cross-channel marketing plan has been developed and activities have been prioritised to fit all the products that needed promoting.

ACTIVITIES AND ACTIONS

Auditing the website has enabled us to give a few points of action towards making the website load faster, as well as identify which keywords are driving most organic visits and sales.

Following that, a half-year SEO & Content Strategy was developed to achieve their organic ranking goals, complementing a social media organic strategy directed to their existing community.

SOLUTION USED

- 1 Website audit
- 2 Keywords planning
- 3 SEO Strategy
- 4 Content Strategy
- 5 Cross-channel marketing plan
- 6 Social Media strategy & Management

THE RESULTS

Within the first five months of On-Site & Off-Site Content activities, the organic traffic grew by 361% and the searches for the brand name grew by 322%. The most important (and profitable) keywords were now ranking on the first page. A number of 65 new high-quality backlinks were earned during these months. The average monthly revenue from the organic traffic increased by 28%, with a Return on Investment of 28.6.

On the Social organic side of things, the Facebook page grew by 25,5% in 9 months, while the Instagram community almost doubled (98,5%) in the same period of time. The average monthly organic reach has increased 67,5% in 7 months.

361%
more
traffic



significant growth in organic traffic in the first 5 months

322%
brand name
searches



significant growth in brand name searches in the first 5 months

65
high-quality
backlinks



significant number of high-quality backlinks earned

28%+
revenue



average monthly revenue increase from organic traffic, ROI of 28.6

98,5%
page growth



Instagram community almost doubled in 9 months

67,5%
reach



monthly organic reach increase in 7 months

25,5%
page growth



Facebook page growth within 9 months

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

CONTACT US