



CASE STUDY

PERSONALISEME
RETAIL & GIFTS STORE IN CORK

See how we were able to increase revenues and improve brand awareness for PersonaliseMe (aka The Baby Shop); a gifts and clothing company in Cork.

The Opportunity



Our client did the groundwork in setting up their online store and engaging with customers on social channels. They asked ePresence to take them forward and increase their online visibility and ultimately drive sales forward to finish the year on a high.



The Challenge

Despite stocking a large range of attractive gifts and having a great physical store, the gift sector in the online space can be a very competitive area particularly in the run up to Christmas. We were very aware of this and needed to overcome this barrier in order to have a successful outcome.

The Approach



After meeting and discussing challenges and goals with the client and team, our first task was to build a plan to ensure their goals were met.

We focused on a number of key areas to maximise results:

- User Experience & Conversion Optimisation
- Search Engine Optimisation (SEO)
- Paid Advertising
- Social Media
- Email Marketing

01 User Experience & Conversion Optimisation

We reviewed and updated the website to improve user experience. This was achieved by fixing broken links, catching 404 errors, usability testing, simplifying the menu structure and adding engaging banners to promote products. We created clear call to actions and highlighted the company's USPs. We focused on displaying cross sells and upsells to increase the average order value.

02 Search Engine Optimisation (SEO)

Firstly, we carried out an SEO audit to establish areas for improvement and started with easier optimisation tasks or the "low hanging fruit". Technical SEO was applied to help Google crawl, interpret and index the website. Keyword research helped us to better understand their target market and how they search for products. While developing the SEO campaign strategy, we quickly confirmed that the retail gifts industry is very competitive, and it would be quite a challenge to grow the organic results within the campaign period. Taking all this into account, we decided to place emphasis on targeting long tail product keywords and build from there. Product categories and pages were also optimised,

03 Paid Advertising

We focused on building traffic using Google AdWords (search and remarketing campaigns) and

04 Social Media

We ramped up the social media effort in order to engage with the existing large community of users and connect with new potential users. Tasks included running Facebook Competitions to promote the products and the brand while building our email address list for future contact.

05 Email Marketing

We used Email Marketing to reach the permission-based contacts to bring the products choices to them. Clear layouts with easy click-through to the products for a simple checkout.

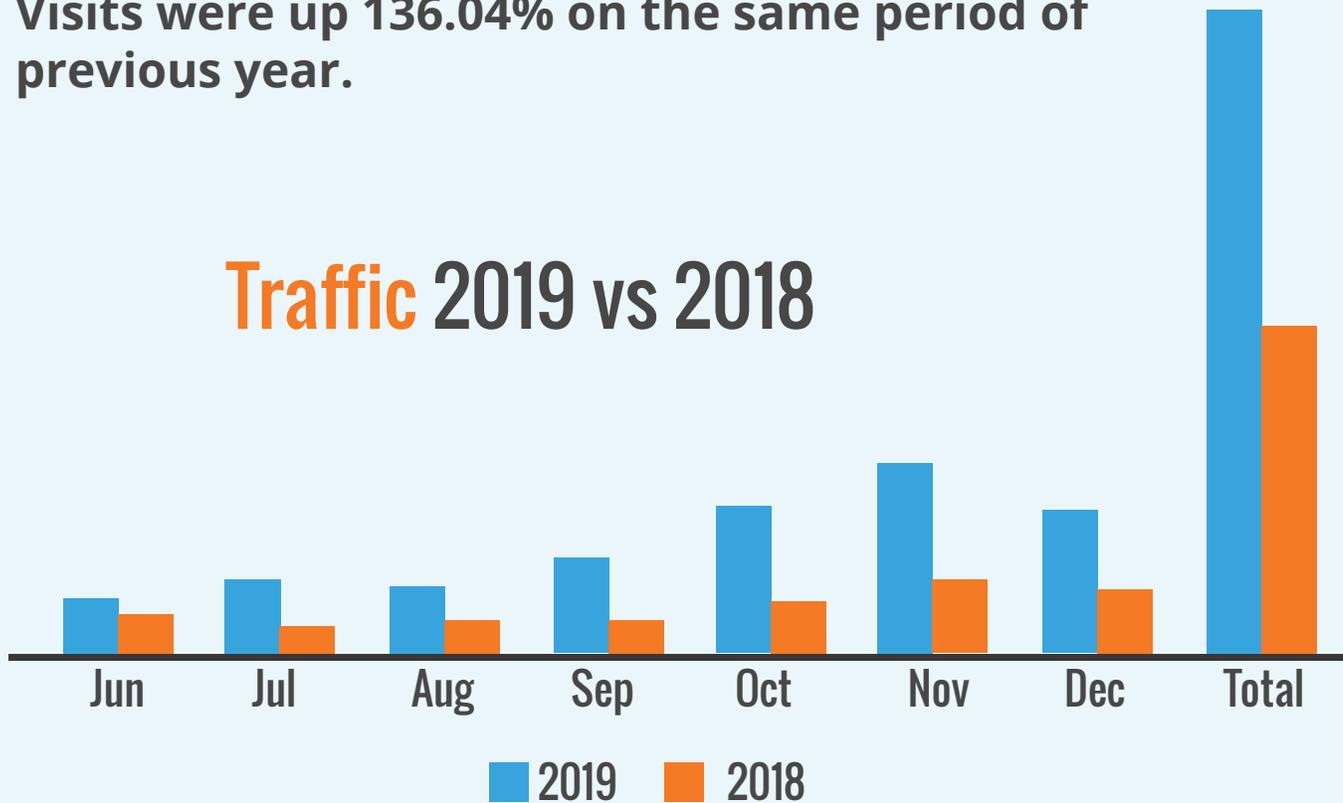


Results

WEBSITE TRAFFIC

Visits were up 136.04% on the same period of previous year.

Traffic 2019 vs 2018

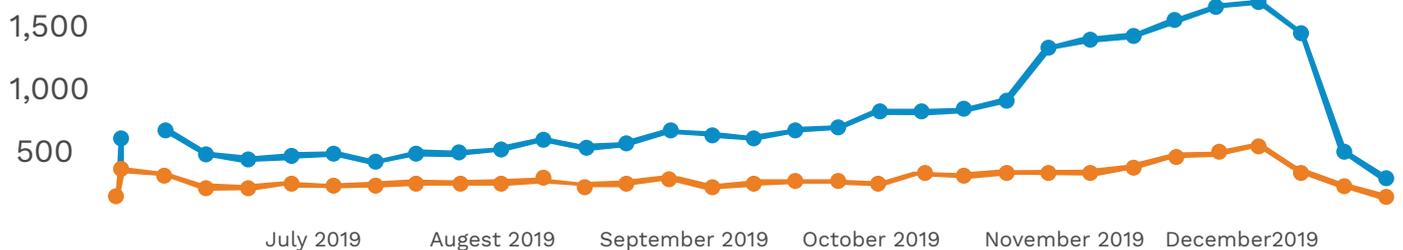


Continuous monthly SEO and content marketing efforts delivered growth in:

Organic Traffic ↑ Increased by 268.83%

01-jun-2019 - 31-Dec-2019 ■ Sessions

01-jun-2018 - 31-Dec-2018 ■ Sessions

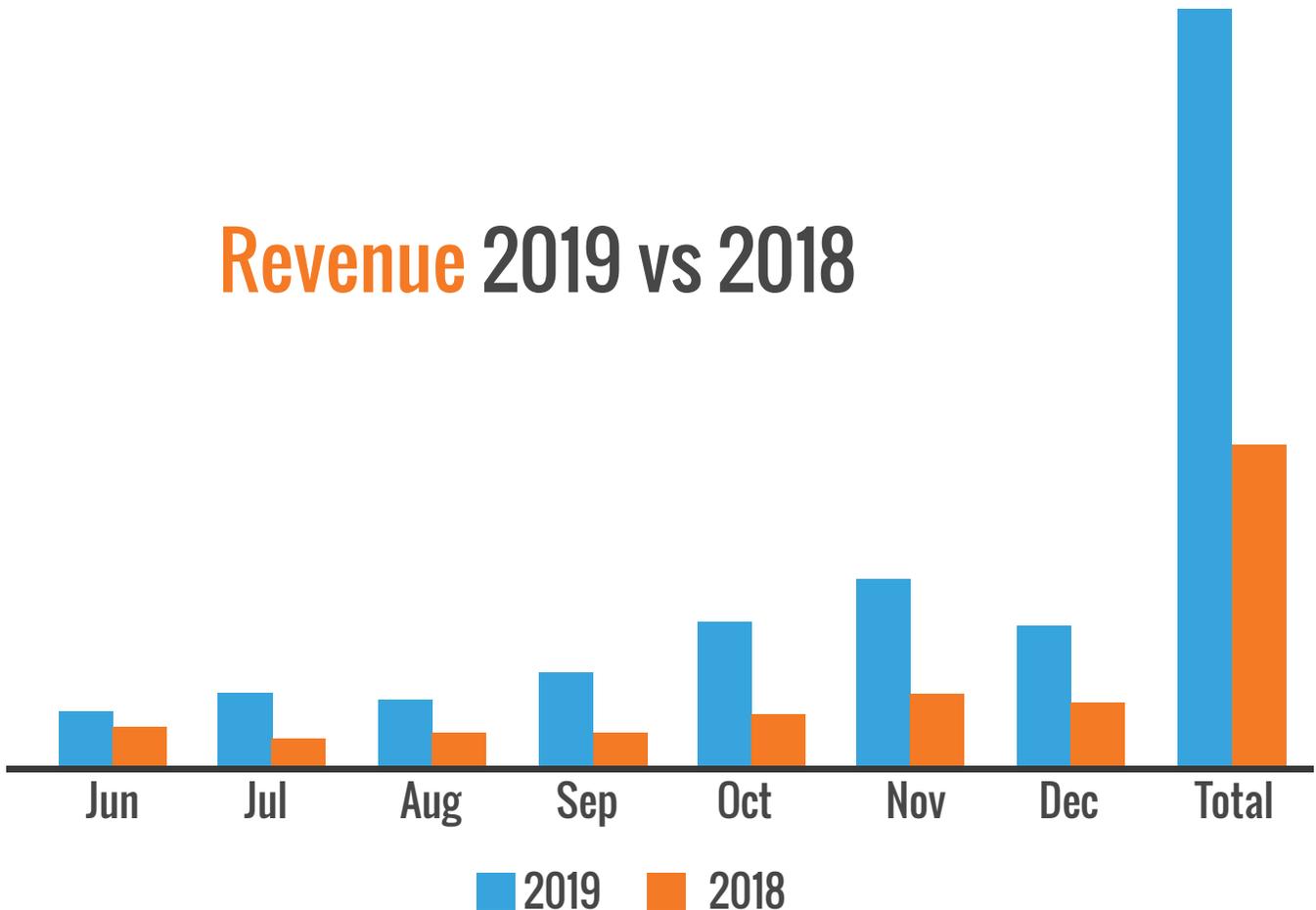


New Users ↑ Increased by 271.08%
Users ↑ Increased by 242.01%

Revenue

In a highly competitive space, Online Gross Sales were up 77.46% on the same period in previous year.

Revenue 2019 vs 2018



Conversion

2019 vs 2018

Conversion Rate ↑ 4.76% (Industry average is approx. 2%)

Transactions ↑ 65%

Average Order Value ↑ 8%

Revenue ↑ 77%

Conclusion

Jean and the PersonaliseMe team were extremely pleased with the results and revenues of ePresence's Campaign. Not only did we exceed the agreed targets, our client is now in a very promising position going forward in 2020; with a 4 fold growth in email marketing contacts, improved user experience and increased customer order value. We are excited to be continuing our marketing activities and partnering with our client for further success.

Become a
Success Story?



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