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Scaling Scitron's ROAS to 4x in 3 Months: A Multi-pronged Approach

Analyzing the Current Landscape:

- A healthy ROAS of 3x and Rs 1Cr monthly revenue indicates a strong digital foundation for Scitron.
- Understanding the existing marketing campaigns across Social Media, Paid Ads, SEO, and website optimization is crucial to build upon existing successes.

Proposed Approach:

1. Social Media:

- Content optimization: Analyzing top-performing content formats, themes, and engagement metrics. Creating data-driven content calendars focusing on high-converting formats like user-generated content, influencer collaborations, and product tutorials.
- Targeted ad campaigns: Leveraging social media ad platforms' advanced targeting options to reach precise audience segments based on demographics, interests, and purchase behavior. A/B testing of different ad creatives and optimizing bids for maximum conversions.
- Community building: Fostering deeper engagement through interactive polls, contests, and live Q&A sessions with athletes or nutritionists. Encouraging user-generated content by promoting brand hashtags and contests.

2. Paid Ads:

- Campaign diversification: Exploring new ad platforms and channels beyond current ones to reach untapped audiences and broaden reach. Trying Google Discovery Ads, YouTube in-stream ads, and audio ads for fitness enthusiasts.

- Dynamic product ads: Utilizing dynamic ad formats that showcase relevant products to users based on browsing behavior or past purchases. This personalizes the ad experience and increases conversion rates.
- Retargeting campaigns: Retargeting website visitors who abandoned carts or showed purchase intent with specific product offerings and discount codes. This re-engages potential customers and boosts conversions.

3. SEO:

- Keyword research and optimization: Identifying high-value, long-tail keywords relevant to specific Scitron products and user search intent. Optimizing website content, meta descriptions, and title tags with these keywords to improve organic search ranking.
- Technical SEO audit: Through a thorough technical SEO audit, we can identify and resolve website issues impacting search engine visibility. This includes page loading speed, mobile-friendliness, and structured data implementation.
- Content marketing: Developing high-quality blog posts, articles, and infographics targeting relevant keywords and providing valuable information to potential customers. This builds brand authority and drives organic traffic.

Web Engine Approach:

- Website conversion rate optimization (CRO): Implement A/B testing on key website elements like product pages, call-to-actions, and checkout processes to identify and optimize conversion-driving elements.
- Personalization: Leveraging website visitor data to personalize product recommendations, offers, and website content based on individual preferences and browsing behavior.
- Marketing automation: Automating email marketing campaigns based on user actions and purchase triggers to nurture leads, recover abandoned carts, and drive repeat purchases.

Additional Considerations:

- Cross-channel integration: Ensuring seamless integration between all marketing channels to provide a consistent brand experience and amplify campaign reach.
- Performance tracking and reporting: Regularly monitoring campaign performance across all channels to identify areas for improvement and optimize budgets for maximum ROI.
- Data-driven decision-making: Leveraging data insights from all channels to inform campaign strategies, content creation, and website optimization efforts.
- Exploring new horizons: Trying to collaborate and start different IPOs such as podcasts, fitness tutorials, etc. to build brand authority and gain traction and engagement from potential clients.

Thank You