

Case Study: How a startup supplement company multiplied their online sales



Introduction:

Our client is a small startup company which produces their **own brand of food supplements**. They are great at what they do and **their products are of very high quality**, but **they do not specialize in digital marketing** so they needed our help in this regard. They have worked with an agency before, but it was not a good match and the results were unsatisfactory.

Challenges:

The company was facing several challenges.

- The brand was new and unknown to the target audiences.
- Higher price than competitors

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- Multiple product lines but a limited budget

These challenges were making it **harder for their sales people to convince shops and pharmacies to carry their stock**. On top of that, the small number of shops who agreed to work with them, did not take the time to properly promote and provide detailed instructions to the customers about using the products. This has led to **negative reviews based on incorrect application**. This was one of the main reasons for **the company to want to focus more on selling directly to consumers**.

The Solution:

As in most cases **communication** with the company **was key for this project**. We spent many hours discussing different strategies and approaches with the client. Together we decided to **focus on a few top selling product lines** so we can make the most out of our budget. **We tested a few products and invested more in the top performing ones**.

We chose **Facebook** as the main advertising channel with a smaller part of the budget allocated to **Google Ads**.

At first the main goal for the campaigns was brand awareness and consideration campaigns. We mainly used the Facebook carousel format to explain the many benefits of their products and common health misconceptions. **When we got more data and sales we began optimizing for conversions and ran remarketing campaigns**. We used **Facebook Messenger to reconnect with hot prospects** who abandoned the checkout funnel to answer any questions they may have and persuade them to finish their order. **The client provided excellent customer service** which helped convince the prospects and turn them into customers. **We used Google Search Ads to capture bigger percent of branded searches triggered by our brand awareness campaigns** and to add more prospects with a small number of relevant keywords.

Results

Year over year online orders **increased by more than 200%** and **revenue - more than 300%**. **Shops and distributors are now calling our client instead of the other way around**. Now they want to work with them, because people have been coming to their

stores and asking if they have our client's brand. Of course there is always room for improvement and we believe that the future for this company is bright and we will work even harder to achieve even better results in the coming months!

Sales Performance				
Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?
324.03% ↑	252.65% ↑ 797 vs 226	261.51% ↑ 958 vs 265	17.29% ↑	2.51% ↑ 1.20 vs 1.17

Book a free consultation with Mokeepz

The consultation will be conducted via a Google Hangouts Meet video call. During the call we will discuss your business goals and how we can help you achieve them with Google Ads.

**BOOK A FREE
CONSULTATION**



with Petar A.

Digital marketing expert at Mokeepz

 30 min

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Why we're doing this for free?

We believe that this call could be the beginning of a great partnership. We know we can provide great value for businesses like yours and this is a way to get in touch and get to know you.

We are confident that for just 30 minutes of your time you will receive so much valuable know how that you will never regret your decision to book a free consultation!

What will you get?

If you are already running ads: Our experience has shown that businesses could waste a large amount of their Google Ads budget. We'll make you a free account audit in which we will point all the necessary actions that should be taken to improve and optimise your advertising campaigns. All it takes is "Read-only Access" to your Google Ads account.

If you are not running ads: We will guide you in understanding how Google Ads works, what type of campaigns align best with your specific business goals and make sure you do not make the most common mistakes.

Thank you for reading!