



MICHAEL KORS



RESULTS

- Increased online visibility: improved ad rankings and higher visibility in search engine results.
- Increased website traffic: attracted a larger volume of relevant and qualified traffic
- Improved conversion rates: higher conversion rates and increased customer acquisitions.
- Higher return on ad spend (ROAS): higher ROAS, maximizing the effectiveness of the ad budget.
- Enhanced brand presence: strengthen Michael Kors' brand image and awareness.

Paid Search Campaigns Revolutionize Online Visibility and Performance



CHALLENGE

Michael Kors, a luxury fashion brand, faced the challenge of optimizing their Paid Search marketing campaigns to improve their online visibility, drive targeted traffic, and increase conversions.

They wanted to maximize their return on ad spend (ROAS) and ensure their ads were reaching the right audience at the right time.



PROCESS

- Conducted thorough research and analysis of target audience, competitors, and industry trends.
- Developed a **comprehensive paid search campaign strategy** and planned ad copies and landing pages.
- Implemented campaigns on major search engines and monitored performance closely.
- Conducted regular **A/B testing** and optimized ad creatives, landing pages, and bidding strategies.



SOLUTION

- **In-depth market research**: Conducted extensive research on the luxury athleisure market, including customer preferences, trends, and competitors.
- **Audience profiling**: Analyzed the target audience's demographics, psychographics, and purchasing behavior to gain insights into their preferences and needs.
- **Brand positioning**: Developed a unique value proposition and positioning strategy that set Michael Kors apart in the luxury athleisure market.
- **Product development**: Collaborated with design and development teams to create innovative and high-quality athleisure products that catered to the target audience's desires and preferences.
- **Targeted marketing campaigns**: Designed and implemented targeted marketing campaigns across various channels, including digital advertising, social media, and influencer partnerships, to reach and engage the identified target audience.