




Digital Marketing, SEO & Web Dev for Travel Company

PROJECT DETAILS

 Other Digital Marketing, Social Media Marketing, Web Development

 Mar. 2018 - Ongoing

 \$10,000 to \$49,999

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“For anyone who wants to grow their business digitally, Shoot Order is a reliable company and cost-effective.”

PROJECT SUMMARY

ShootOrder provides SEO & digital marketing services for a travel company. After identifying a target audience, they run campaigns on the partner's Facebook and Instagram as well as manage their Google Ads.

PROJECT FEEDBACK

The partner's lead generation and business have both grown. What's more, their lead conversion rate has increased as well. ShootOrder delivers effective results and successfully reaches the correct target audience. They produce thorough reports and also provide strategic planning efforts.



The Client

Introduce your business and what you do there.

I'm the founder and CEO of a travel company.

The Challenge

What challenge were you trying to address with ShootOrder?

I was looking for a kickstart in social media campaigns to grow my business on platforms like Facebook, Instagram, and Google. Also, our creative collateral had to be up to the standard.



Founder, Travel Company



Hospitality & leisure



Dubai, United Arab Emirates

CLIENT RATING

4.0

Overall Score

Quality: 3.5

Schedule: 3.5

Cost: 4.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

ShootOrder provided end-to-end social media digital platform services to us in terms of planning promotions on social media, deciding the timing in terms of creativity, and identifying what should go into the creative. They also helped us identify and make efforts to reach our target audience. Their team handles Google Ads and SEO. They also built our website on WordPress. We had an existing website, but they did a completely new look and feel.

The schedule was planned, the material was given to them, and they had to work within the budget. My expertise is in social media and I have an in-depth knowledge of the market, so it was easy for me to brief them on exactly what it was I needed to achieve at a particular time as well. They had to work according to my goals.

What is the team composition?

I work directly with one person who is my main point of contact. The owner is involved if a very high level of discussion is required.

How did you come to work with ShootOrder?

I was introduced to them by one of my close friends who is very hands-on in terms of their e-commerce business. He had worked with ShootOrder in the past.

How much have you invested in them?

I've spent around \$15,000.

What is the status of this engagement?

I started working with them in March 2018, and the engagement is ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Their team delivered the results in terms of lead generation. We get good feedback from our customers and have seen growth in the business and leads. My team was able to convert those leads into business. We take more of a consultative approach if people are looking for a destination, what to do, what to eat, and where to go. We are specialized in that.

2020 was a disaster for our business, but overall, we're a very professional leisure travel company and specialized in what we do. Technology does help, but at the end of the day, the people make the difference.

How did ShootOrder perform from a project management standpoint?

They give us weekly, bi-monthly, and monthly reports. We have discussions based on how our campaign is performing and what the future looks like. We do strategic planning with ShootOrder as well.

What did you find most impressive about them?

ShootOrder used to come with a lot of their initiatives and established with a proper plan. They have hands-on experience in terms of reach, Google Ads, who to target, how much the budget should be, as well as the timing of the promotions. They have expertise in those areas.

Are there any areas they could improve?

Their time management needs to improve. If the timelines are set, they need to deliver within that time because time is very precious in terms of business. If I'm to launch a campaign on a particular date, it cannot be delayed. They always deliver good quality, but they need to deliver within the set times. I'm responsible for that too and need to give them enough time to





come up with an execution plan. I wouldn't blame them if I gave a short notice. Overall, it was good.

Do you have any advice for potential customers?

I'd definitely recommend them to others so they can benefit from their expertise. For anyone who wants to grow their business digitally, Shoot Order is a reliable company and cost-effective as well.

