



SEO, PPC, Social Media Marketing for Health & Wellness Firm

PROJECT DETAILS

 Search Engine Optimization

 May. 2019 - Ongoing

 \$10,000 to \$49,999

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"They're pretty serious about their job, and they optimize the cash we give them."

PROJECT SUMMARY

ShootOrder acts as an ongoing organic and paid marketing partner, working to grow their client's presence on search and social media platforms. They've also optimized an existing website for SEO.

PROJECT FEEDBACK

Social media engagement and online-based revenue have increased significantly since ShootOrder came onboard. They provide detail-oriented project management through extensive documentation and use of Google Drive technologies. Customers can expect a cost-conscious partner.



The Client

Introduce your business and what you do there.

I'm the brand manager for IPI India, which stands for International Pharmaceuticals, Inc. I'm in charge of marketing, advertising, and branding.

The Challenge

What challenge were you trying to address with ShootOrder?

Before working with ShootOrder, we were only doing offline marketing — nothing on the digital front. We scouted a few agencies that could help us gain recognition in the digital world, and selected ShootOrder. The main challenge was extending our product offerings in the digital space.



Nishanth Jain

Brand Manager, IPI India Pvt. Ltd.



Consumer Products



Hyderabad, India

CLIENT RATING

4.0

Overall Score

Quality: 4.0



Schedule: 5.0



Cost: 4.5



Would Refer: 4.0





The Approach

What was the scope of their involvement?

ShootOrder has provided SEO and SEM, Google Ads management, and social media management. The ads roll into our Amazon store, so we can track the growth of our order rates. For now, they're managing our Facebook, Instagram, and YouTube profiles.

We had a basic website that was done one and a half years back. ShootOrder added relevant keywords to it, changed its structure, and aligned the product offerings in a very convincing manner.

We have a weekly call with them to discuss analytics, and we visit each other at our offices once a month for a review meeting. We discuss any shortcomings and improvements, and what has transpired in the last period.

What is the team composition?

I'm in regular touch with 5–6 people from their team. We have two brands, each with its own account manager, and they have teams for Google Ads, SEO, and SEM.

How did you come to work with ShootOrder?

We made a search on Google and interviewed a few agencies, but they either weren't clear on the deliverables or were very expensive. We found ShootOrder after interviewing 3–4 agencies. They were reasonable in terms of cost, and they could offer the services we wanted.

How much have you invested with them?

We have a monthly retainer, plus the ad spend. We spend around \$1,500 a month.

What is the status of this engagement?

We started working with ShootOrder around May 2019, and it's ongoing.



The Outcome

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

We've seen an increase in Facebook likes and impressions, and our online orders have increased from around \$100 to \$1,000 per month. We're on the first page of Google for certain keywords as well.

How did ShootOrder perform from a project management standpoint?

They share Excel reports with us through Google Drive, covering all the metrics. Their team also prepares documentation for the monthly review meeting, which makes everything easy to understand. There are technical aspects I wouldn't understand if they didn't frame them in laymen's terms.

What did you find most impressive about them?

They're pretty serious about their job, and they optimize the cash we give them. They identify parts of the media spend that are unnecessary and advise us about it.

Are there any areas they could improve?

Their creative execution could be improved, in terms of social media posts. It's just about mediocre, and I think it could be improved.

Do you have any advice for future clients of theirs?

They should be very clear about what they want out of Shoot Order. Having too many objectives can lead to confusion. If there's a certain task at hand, it should be made clear to them to get the best output.

