

TURBO CHARGED SUCCESS & UNDENIABLE METRICS

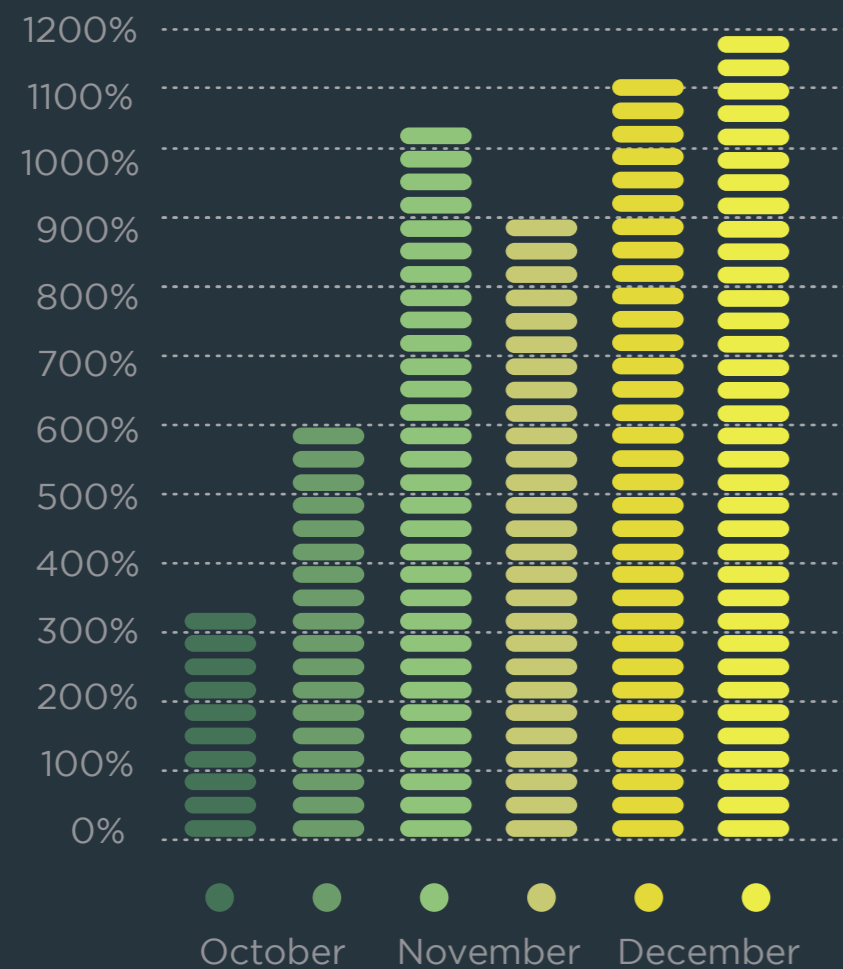
**A DIGITAL MARKETING
STRATEGY CASE STUDY**

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THE NUMBERS NEVER LIE

SALES ATTRIBUTED DIRECTLY TO **DIGITAL MARKETING** INCREASED BY

1,181%



Source: Google Analytics, Shopify Analytics

INTRODUCTION

This case study outlines Bad Dog's approach to an extremely successful Digital Marketing Strategy implementation with spectacular increases in almost every online metric for a Galway based retail outlet.

We wrote and submitted a successful application for the Enterprise Ireland "Online Retail Scheme" with the client. Funding was awarded to implement a comprehensive raft of changes across all digital platforms, in particular the client's Shopify store.

The outcomes in all metrics are staggering and far beyond initial targets.

All metrics based on comparison between Q4 2021 and Q4 2022.



ONLINE SALES UP BY 150%



CONVERSION RATE UP BY 32%



SALES ATTRIBUTED TO DIGITAL MARKETING INCREASED BY 1,181%

CLIENT

GALWAY LIGHTING & ELECTRICAL SHOPIFY STORE

Our client is a decades old bricks and mortar retail establishment based in Galway city.

They have an enormous physical loyal clientele built over 40+ years. Their in-store trade is consistently busy but their online presence was underperforming massively and Bad Dog were tasked with bringing their digital footprint up to date and giving them a new competitive edge.

Before embarking on the project the client did not have any online strategy and in house they lacked the expertise and resources to create and implement an all encompassing Digital Marketing Strategy.

Online sales were slow and inconsistent with no real online 'plan of attack' in place. Metrics, (Shopify Analytics, Google Analytics), were not being reviewed and acted upon at all.

The client engaged Bad Dog to design and implement an all-encompassing Digital Marketing Strategy covering all the vital digital touchpoints for the brand.

These included:

- E-Commerce website overhaul (Shopify)
- Implementation of proven tools and strategies to increase online sales, customer base and returning customers
- Implementation of ongoing Google Ads Campaigns and Social Marketing
- Implementation of Analytics tools to further improve performance
- Provision of training and user guides for in house team to manage and improve online efforts going forward

There are too many successful metrics and strategies to mention here - these are just a few of our success stories...

OUTCOME SET NO. 1

CONVERSION RATE UP 32%

A well structured Google Ads Campaigns and a full redesign of the Shopify Store which introduced lots of new front and backend features all contributed to improved traffic, engagement and ultimately online sales.

GOOGLE ADS/PPC

We designed and implemented numerous PPC Campaigns with our PPC Partners who hold Premier Partner Status, which puts them in the Top 3% of Google ads Agencies worldwide.

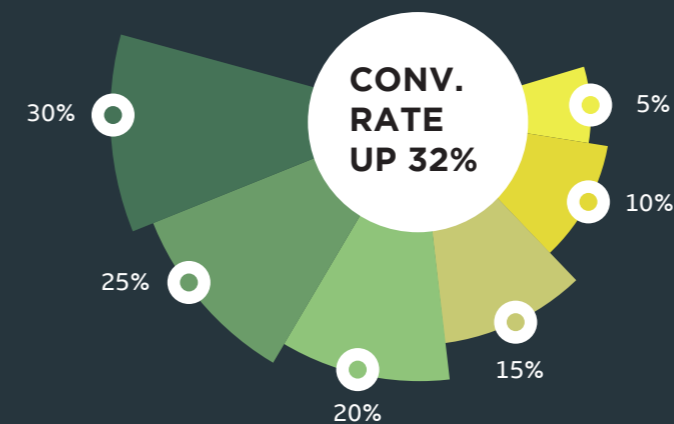
Outcomes:

CONVERSION RATE UP BY 32%.

AVERAGE ORDER VALUE UP BY 7%.

SALES ATTRIBUTABLE TO DIGITAL MARKETING UP 1181%.

Source: Shopify Analytics, Google Analytics



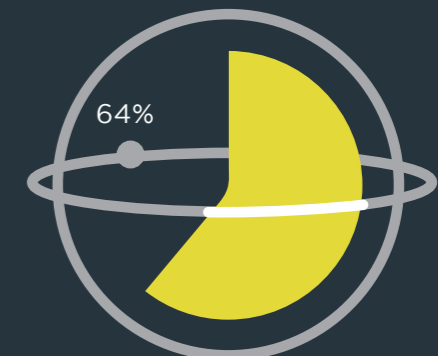
WEBSITE REDESIGN

We undertook persona building, user testing, UI/UX studies and a complete design overhaul of the Shopify site.

Outcome:

SESSIONS BY DIRECT TRAFFIC INCREASED BY 64%. A MUCH BETTER USER EXPERIENCE LENDING ITSELF TO MORE SALES AND TRAFFIC.

Source: Shopify Analytics



SESSIONS BY DIRECT TRAFFIC UP 64%

OUTCOME SET NO. 2

TOTAL ORDERS UP BY 150%

Our initial goal for Q4 was an increase of 10% in online sales - the outcome far exceeded our expectations. Some of the more significant steps taken to achieve this goal were:

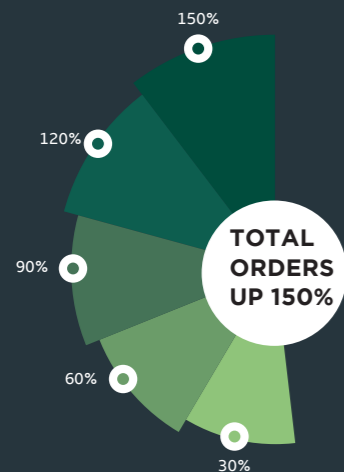
MONTHLY INCENTIVES

Implemented promotions across all channels - using tools like Omnisend for Emails and SMS, Canva Scheduling, Meta Scheduler, Adobe Suite etc.

Outcome:

INCREASED ONLINE SALES BY 150%

Source: Shopify Analytics



UPSELL & CROSS-SELL

These campaigns offered bundles to increase overall sale/order value.

INCREASED ONLINE SALES ATTRIBUTABLE TO UPSELL FUNCTION BY 100%

Source: Omnisend Analytics

NEWSLETTER SIGN UP OFFERS AND EMAIL MARKETING

Omnisend Email Campaigns designed and implemented. Introduced POS Sign Up Landing Page for in store team to grow mailing list.

Outcome:

INCREASED SUBSCRIBERS BY 87%

Source: Omnisend Analytics



EMAIL PROMOTIONS

Created and implemented Halloween Email Campaign for subscribers, Email exclusive 'members offers' for new members - eg. free delivery on next order. Email campaign for Black Friday Offers.

Outcome:

INCREASED ONLINE SALES ATTRIBUTABLE TO EMAIL MARKETING UP BY 100%

Source: Omnisend Analytics

OUTCOME SET NO. 3

ORGANIC SEO - RANK UP 102%

SEO was not being implemented whatsoever so we introduced a raft of new measures to improve and monitor organic SEO

IMPROVED ORGANIC SEO

Completed full SEO analysis and implemented wholesale changes across all content - in particular product descriptions and other written improvements in content.

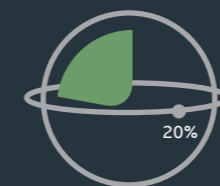
Outcomes:

OUR NEW DESIGN INCREASED THE SPEED OF THE WEBSITE BY 20%.

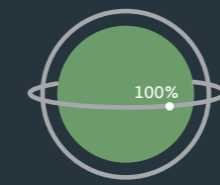
OUR OVERALL RANKINGS IN ORGANIC SEARCH IMPROVED BY 102%.

BACKLINK BUILDING INCREASED BY 50%

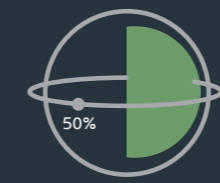
Source: Google Analytics, SEMrush Analytics



LOAD SPEED UP 20%



RANKING UP 102%



BACKLINKS UP 50%



SOCIAL GROWTH (INSTA FOLLOWERS UP 347%)

Designed and implemented Halloween Social Campaign, Product Social campaigns and Black Friday Social Campaigns - all reflected positive growth and engagement.

Outcomes:

FB VISITS UP 201%

INSTAGRAM REACH UP 11%

INSTAGRAM NEW FOLLOWERS UP 347%

INSTAGRAM VISITS UP 85%

Source: Meta Insights

OUTCOME SET NO. 4

NEW CUSTOMERS UP BY 77%

Our initial goal for Q4 was an increase of 30% for new online sales - the outcome blew us away

NEW CUSTOMER ACQUISITION

Combined Organic and Paid Digital Marketing efforts yielded inspiring results with a big jump in new customers.



Outcome:

NEW CUSTOMERS INCREASED BY 77%

Source: Google Analytics, Shopify Analytics

DIGITAL MARKETING TACTICS DRIVE POSITIVE RESULTS

We implemented results of UI/UX discoveries, customer survey discoveries and staff surveys to add improvements to the online store. Included in these upgrades were Abandoned Cart functionality and a Chatbot function leading to better customer engagement. results with a big jump in new customers.

€12K RECOVERED IN 3 MONTHS

Outcome:

ABANDONED CART INCENTIVES ALONE BROUGHT IN €12,000 IN POTENTIALLY LOST SALES IN THE 3 MONTHS

Source: Omnisend Analytics

OUTCOME SET NO. 5

RESPONSIVE SHOPIFY WEBSITE REDESIGN & OPTIMISATION

Redesign of the site improved UX massively and optimisation led to an enormous leap forward for the end user experience.

Some of the new features added were: price comparison function, bundle discount function, warranty sales system, upsell and cross-sell systems, email marketing system, speed optimisation, complete redesign based on best practices and user feedback and much more.



OVERALL OUTCOME

Overall almost every metric was vastly improved with hard figures to prove it. As a result Bad Dog have been retained by the client for ongoing improvements and monitoring of all functions and online touchpoints.

The Digital Landscape changes daily as do users wants and needs. A Digital Marketing Strategy is like a living breathing organism and must be tweaked and tuned regularly to achieve maximum results.

EXPLODE YOUR ONLINE BUSINESS WITH DATA DRIVEN RESULTS

If you want your online business to thrive and add significant benefits to your bottom line then please do get in touch.

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