

GROWTH MARKETING AGENCY



With Pedigree

The Concept of Creativity Upgraded to A Whole New Dimension

BLOOMING - case study

ISO 9001
ISO 27001

BUREAU VERITAS
Certification



BLOOMING

ABOUT / CHALLENGE

Blooming.hr is one of the first online flower shops in Croatia. They are focused exclusively on delivery of flowers, bouquets, flower boxes and various flower arrangements via their eCommerce platform.

Their online flower shop is ideal for all those who don't have time to go to a physical store or they want to send flowers to someone outside of their place of residence. They offer flowers for various occasions - birthdays, anniversaries, funerals and more.

Blooming turned to our agency in search of a reliable partner that will help them build a functional webshop on a WordPress platform and build their digital presence. The main goal was to boost their online presence via carefully managed Google Ads campaigns and SEO optimization, as well as to educate the general public about their services and products.

GOALS

- To design and develop a modern, functional and highly optimized webshop on the WordPress platform
- To boost sales through carefully designed and managed Google Ads campaigns focused on online sale
- To bring potential customers to BLOOMING website through organic search
- SEO optimization for keywords linked to a flower shop

RESULTS

1500

clicks on ads per month

39%

customers coming through
organic search

<15%

website abandonment rate

Project Activity Steps

STRATEGY

- Developing a complete digital marketing strategy
- Branding consulting and standardizing visual identity
- Business consulting

LAUNCHING THE WEBSHOP

We have created a scalable, organized, highly functional and user-friendly webshop that enables card payment, with unique design and focused on fantastic customer experience. In the meantime, client did a redesign of his webshop, but left the structure that we have initially designed.

GOOGLE ADS CAMPAIGNS

Google ads paid advertising was an important part of our conversion strategy for the client. To maximize ad ROI, we optimized the campaign strategy. In addition, we have gone through multiple iteration testing process in order to identify the ad combinations with the best performance.

The campaigns were focused on Croatian market, specifically Zagreb and the surrounding area. We were targeting specific keywords linked to flower shops, flower delivery, and seasonally those linked to flowers for funerals, funeral wreaths, etc.

Those campaigns resulted in more than 1500 ad clicks per month, with an average price of a click of 0.22 euros. An average price of a conversion was 7.87 euros, while an average price of an order was never under 24 euros.

SEO OPTIMIZATION

By optimizing the SEO content on the website, the client has managed to reach first positions on the search engines for some of the very competitive keywords like "flower delivery Zagreb", "online flower delivery", "flower shop Zagreb". For the other relevant keywords he is among the top three results on search engines.

The direct result of the SEO optimization is the fact that the most of the traffic that comes to the webshop is through organic search, more than 39%. The average session lasts more than 4 minutes, with an abandonment rate less than 15%.

Visit BLOOMING on the link below:

www.blooming.hr

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