

GROWTH MARKETING AGENCY



With Pedigree

The Concept of Creativity Upgraded to A Whole New Dimension

DEA FLORES - case study



DEA FLORES

ABOUT / CHALLENGE

Dea Flores is a cosmetic company combining the heritage of aromatherapy and modern dermatological research for 20 years, creating highly effective products for various skin conditions. The company focuses on using the purest and most effective natural and organic ingredients to create the perfect range of high-quality dermocosmetics.

The Dea Flores experience is a modern take on the aromatherapy tradition in which the end user can experience effective natural easy-to-use products with proven quality.

Although it had online visibility through a webshop and a solid presence on social media, the brand needed a refreshment, and a specific e-commerce solution, accompanied by a conversion-focused marketing campaign to increase sales.

The biggest challenge was designing and developing a modern, highly functional and user-friendly e-commerce solution based on the WordPress platform, followed by the launch of Google Ads conversion-targeted ad campaigns.

GOALS

- To develop a complete digital marketing strategy
- To create a standardized visual brand identity
- To intensify brand exposure and online visibility
- To design and develop scalable and multilingual webshop
- To launch sales on the new webshop and to reach predefined KPI's
- To establish DEA FLORES as a trusted brand in the dermocosmetics field

RESULTS

5.8x

increase in overall ROAS within a highly competitive industry

46%

growth in organic traffic

39%

growth in conversion rate compared to previous campaigns

11%

monthly increase in the number of subscribers to the newsletter

2203%

increase in overall e-commerce turnover from marketing takeover and within 5 months of active cooperation with us

Project Activity Steps

STRATEGY

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

LAUNCHING THE WEBSHOP

We have created a scalable, organized, highly functional and user-friendly webshop, with unique design and focused on fantastic customer experience.

The webshop is multilingual and enables card payment and multi currency system to ensure an easy expansion on the international market. The goal was to get the potential customer to the desired product in three clicks or less.

NEWSLETTER AUTOMATION

We instantly connected the DEA FLORES webshop to the Mailerlite newsletter system, and the basic steps of the e-mail marketing sales funnel were automated.

PUSH NOTIFICATIONS AND DIRECT MARKETING

The next step was to implement the PushPushGo system for push notifications and direct marketing, thus enabling current and potential customers to always be up to date with the latest DEA FLORES offers and promotions.

MIGRATION TO THE VPS SERVER

The migration to the VPS server achieved optimal page loading speed and growth in the number of sessions per user by 25%.

GOOGLE ADS

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.

All of this resulted in a significant increase in conversions and overall website traffic.

Visit DEA FLORES on the link below:

www.deaflores.com

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