

GROWTH MARKETING AGENCY



With Pedigree

The Concept of Creativity Upgraded to A Whole New Dimension

FACE FITNESS BY MIA - case study

ISO 9001
ISO 27001

BUREAU VERITAS
Certification



FACE FITNESS BY MIA

ABOUT / CHALLENGE

Face Fitness by Mia is an online platform owned by Mia Soskic, an entrepreneur from Split who is a certified face fitness coach.

Mia turned to our agency in search of a partner that will help her redesign her existing website and transform it into a webshop with implemented e-mail marketing system.

GOALS

- Redesign of the existing website and development of a modern, functional and highly optimized webshop on the WordPress platform
- Consulting role in creating a new social media strategy
- Implementation of an email marketing system

RESULTS

23%

increase in monthly organic traffic

16%

more newsletter subscribers per month

Project Activity

REDESIGN OF THE EXISTING WEBSITE AND WEBSHOP DEVELOPMENT

The first part of our project was the redesign of the existing website and expansion of the functionalities, such as video teasers and client testimonials. Together with the client, we designed an online service - face fitness workout via Zoom platform.

After that, we designed and developed the webshop, which we connected with the website. The webshop has integrated Corvus pay card payment system, as well as SOLO accounting programme for immediate generation and sending of invoices.

We made sure to follow the best SEO practices, which led to taking the first positions on SERP for relevant keywords. All that resulted in 23% increase in organic traffic.

On top of that, we have helped the client by consulting her about her social media strategy and content creation, in order for her to gain more followers, primarily on Facebook and Instagram.

NEWSLETTER AUTOMATION

The last piece of the puzzle was newsletter system integration and automation. We instantly connected Mia's webshop to the Mailerlite newsletter system, and we created a short e-mail marketing funnel, which led to acquiring more newsletter subscribers. We were sending them information about new services and/or discounts twice a month, and our continuous effort led to a 16% monthly increase in the number of subscribers, in comparison to the same period last year.

By establishing direct communication with existing and potential customers, we were able to promote Mia as an expert for face fitness and educate customers about the importance of a regular face workout. In addition, the newsletter system increased brand awareness and built stronger brand loyalty.

Visit **FACE FITNESS BY MIA** on the link below:

www.facefitnessbymia.com

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