

# A Winning Social Media Strategy Helps Our Client Achieve Success in a Competitive Space

## OUR CLIENT

Online shopping store for women clothing. After building more than 8 years in retail and customer relations experience, Florida based Epica was keen to create a fashion offer that drives excellence and attracts loyal and long-lasting customers. They are proud to be "The Online Boutique inspired by the spontaneous, feminine, and Epic Woman owner of her Unique Style"



## THE CHALLENGE

The fashion industry is highly competitive with numerous well-established brands competing with big budgets for consumer attention in the online space. Competition is especially fierce for women's brands.

As a newcomer, Epica needed help creating and delivering a social media marketing strategy that would generate online sales and enhance overall visibility with higher brand recognition in the U.S and across the globe. This was made more complex by the e-commerce nature of the site which inevitably means that key information such as pricing, offers, discounts and seasonal products constantly change, impacting on social marketing campaign and user engagement and results.

*"eSign Web Services has really spearheaded our social marketing efforts and allowed us to focus on growing our business. Ash and the team have been responsive to our requests and have taken the time to understand our goals and objectives. We are so pleased with their services that we have referred others in our network, and all have experienced the same excellent level of satisfaction as we have"*

- Jose Cavizza

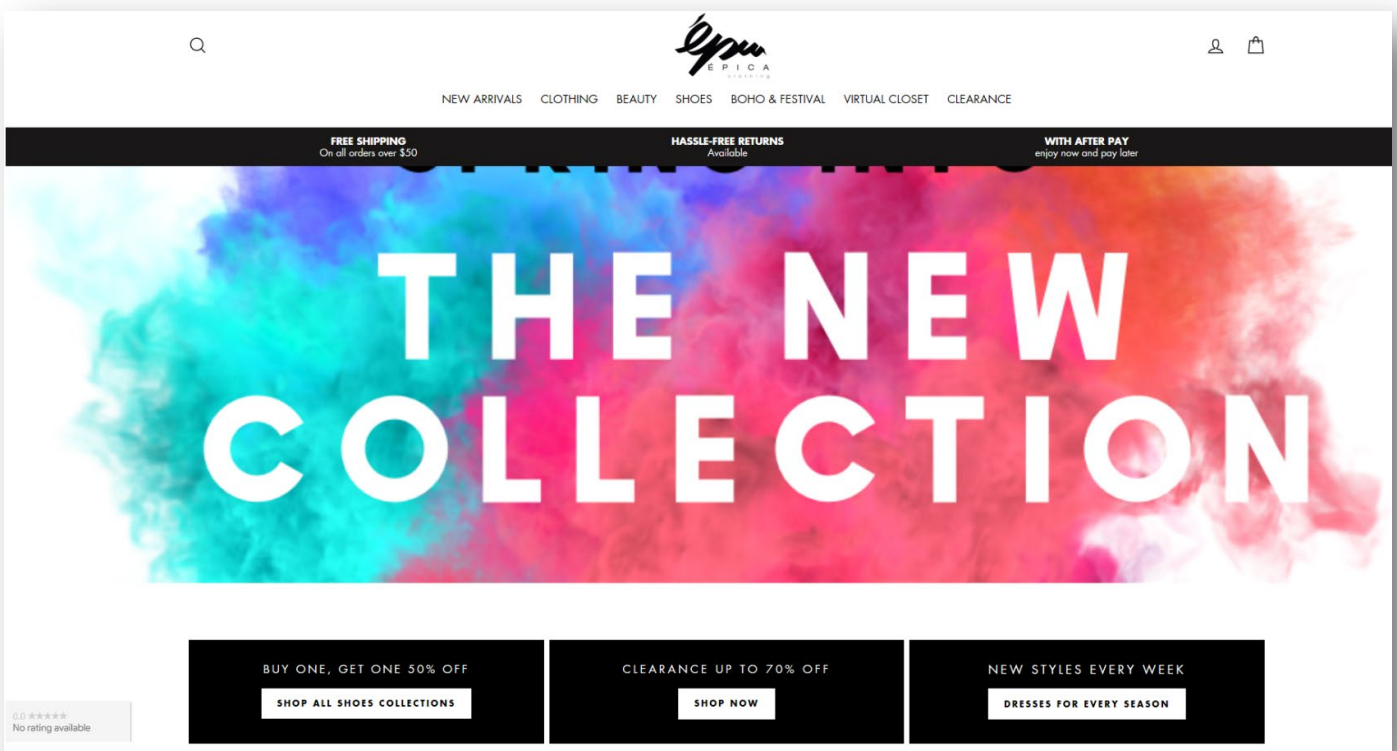
## OUR SOLUTION

We were really pleased when Epica asked us for help. As a new business the small team lacked the capacity to develop a fully researched social media strategy, although they were keen to use Facebook and Instagram. We spent time studying the brand, learning about the target audience, and carrying out both an industry benchmark analysis and a detailed competitor analysis.

Because Facebook and Instagram can work together as part of a campaign strategy, we were able to develop a sophisticated approach which combined initial advertising with a well-designed retargeting strategy. This approach allows us to track website traffic, identify customers most interested in the brand (because they have already followed a link to the website) and retarget them with further advertising messages to raise brand awareness and encourage them to revisit the site to make a purchase.

All the adverts used to support the campaigns were designed to showcase Epica's products using image led banners, pictures, and videos. Even before retargeting these adverts were aimed at audiences with relevant demographic characteristics and geo-targeting.

As we started to develop a longer-term relationship with Epica we also started to devise new campaigns and used these to leverage seasonal demand, promote new fashions and make potential consumers aware of sales and discounts, all the time targeting and retargeting key audiences. Combined with regular monitoring and optimization work we were able to help the business gain traction in the marketplace.





## THE RESULTS

Our long-term relationship with Epica has been key to success. While our initial work delivered great results, the ability to evolve the strategy to reflect seasonal fashion, sales and special offers has really added value and helped position the brand very effectively.

- 250% Increase in Conversion
- 175% Increase in Conversion Rate
- 500% Increase in Ad Impressions
- 300% Increase in User Reach
- 60% Decrease Average CPC
- 75% Decrease Cost Per Conversions

Reach	Impressions	Frequency	Cost	Clicks	CPC
21,400	71,546	3.34	\$313.16	251	\$0.66
<b>Top Performing FaceBook Ads Campaigns</b>					
Campaigns	Reach	Impressions	Frequency	Cost	CPC
Brand Awareness	17,316	63,397	3.66	\$150.39	\$0.52
Lead Generation	4,205	8,149	1.94	\$162.77	\$0.88
<b>Total</b>	<b>21,400</b>	<b>71,546</b>	<b>334.00%</b>	<b>\$313.16</b>	<b>\$0.66</b>

The low CPC figures illustrates just how well our campaign has worked to attract and convert website visitors into new customers

## ABOUT US

eSign Web Services is the leading full-service digital marketing and social media marketing company for over a decade now, helping new and existing business owners grow and expand their business online. Our agency is a Google Partner, which means Google has officially certified our knowledge and expertise.

We've already helped more than 2000 companies to climb and dominate search results. We work with companies of all sizes and shapes, from the world's leading brands to small or medium-sized businesses. We help ambitious businesses like yours generate more profits by generating top search engine rankings, driving web traffic, building brand awareness, connecting with customers, and growing overall sales.

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