

ONLINE MARKETING CASE STUDY



FABRIZIO GIANNI®

Client: Fabrizio Gianni

Website: www.fabrizio-gianni.com

Industry: Fashion

Situation

At end of 2006 new ecommerce website completed.
Traffic at under 1,000 visits per month

Need

Fabrizio Gianni wanted an affordable strategy for more traffic without spending a lot of money in publicity.

Strategy

Due to market competitiveness, SEO program would be costly and take months to get results.

With that in mind we developed a short and long term goals to improve traffic and revenue by maintaining high quality traffic while sending special offers and updates to customers in order to get repeat orders.

The short term goal included the implementation of text ads for Google Pay Per click.

Our long term strategy included the following:

- 1) email sign up w/coupon incentive on website start collecting addresses for future campaigns.
- 2) Strategic placed keywords on website to build organic FREE searches SEO.
- 4) Google Shopping campaign for viewers searching on Google for similar items
- 5) Google remarketing to pitch potential customers that did not convert

Results

2007 - Campaigns: Google PPC \$ 10/day, Email
Revenue Increase: 25%

2008 - Campaigns: Google PPC \$ 15/day, Email, SEO.
Revenue Increase: 100%.

2013 - Campaigns: Google PPC \$ 15/day Email, SEO.
Revenue Increase: 50%

2016 - Campaigns: Google PPC \$45/day, Remarketing \$ 10/day, Shopping \$ 15/day, Email, SEO
Revenue Increase: 80%

Over **2,000%** Return on Investment
Over **3X** Traffic Increase every 5 years



Email list increased from 0 to around 3,500 organically with no outreach or purchasing of lists. Email campaign accounts close to 12% of revenue with very little investment

Online revenue sources 2016

