

OUR PARTNER
IN SUCCESS 01: TAFFI

MISSION



INCREASE TRAFFIC TO THEIR NEWLY
LAUNCHED WEBSITE

RESULTS



DRIVE TRAFFIC TO THE WEBSITE FOR
\$0.18
CTR 3.87%
COST PER RESULT \$0.05

CASE STUDY 02

APPROACH

This client launched a website and wanted us to campaign to urge customers to fill a lead form to be then contacted by stylist


1. We set up Facebook Ads for Acquisition and Retargeting from the initial stage itself. The Acquisition Ads were focussed on bringing traffic to website and showcasing the benefits of the products and also flaunting the collection
2. Then once the user visits the website and leaves without filling the form, the ad messaging highlights cost and stock quantity to bring urgency


Taffi**NEXT STEPS**

1. Instagram audience works, we are going to target different Interest groups for that audience
2. Run a funnel analysis of different stages of website and fix drop off issues

SO WHATS YOUR NEXT M●VE?

GET IN TOUCH WITH US

 [+966 53 825 9298](tel:+966538259298)

 [+966 53 825 9298](https://www.whatsapp.com/chat?phone=966538259298)

 help@themarketingfolks.co