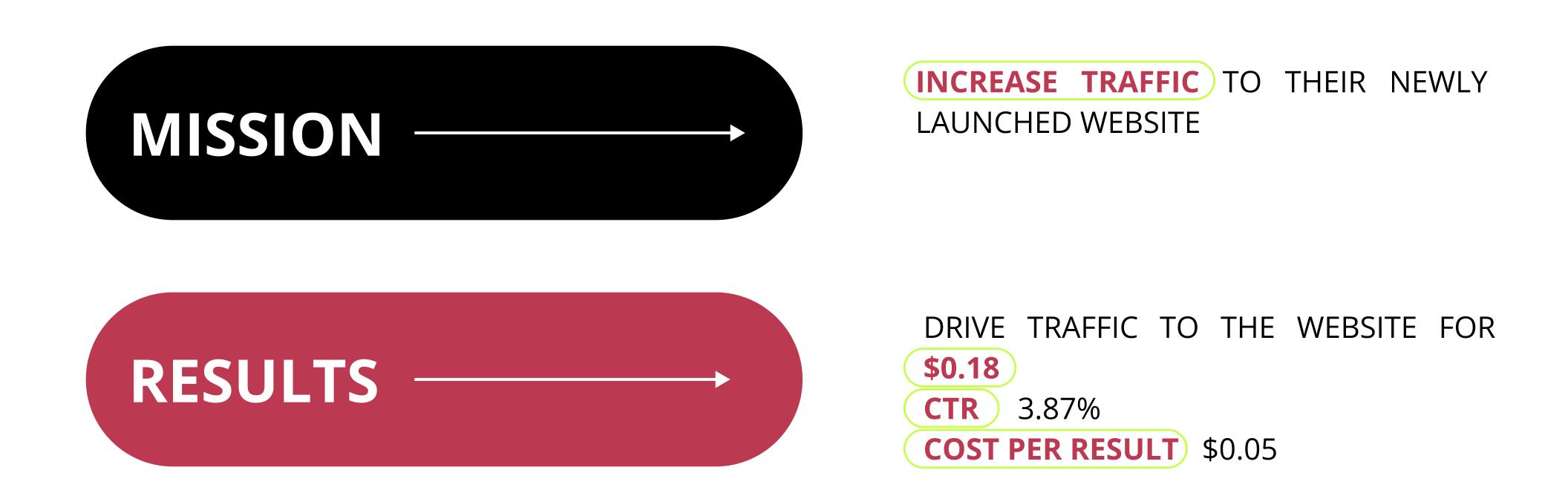
2024 THE MARKETING FOLKS

OUR PARTNER IN SUCCESS 01: TAFFI



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





NEXT STEPS

1. Instagram audience works, we are going to target different Interest groups for that audience

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2. Run a funnel analysis of different stages of website and fix drop off issues

SO WHATS YOUR NEXT MoVE?

GET IN TOUCH WITH US

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