

Online Marketing Help

PAID ADVERTISING CASE STUDY



Prepared by
Online Marketing Help

WHY US

We are a business with outstanding online marketing knowledge and expertise that focuses on important areas within online marketing such as Web Design & Development, Digital Marketing, Graphic Design and Content Writing. Our team are committed to delivering the highest level of Customer Service, skill and dedication with an underlying thread of ethical and transparent client management. Our purpose as a business is to help other businesses grow.

OUR KEY SERVICES

01

Website Design and Development

02

Digital Marketing

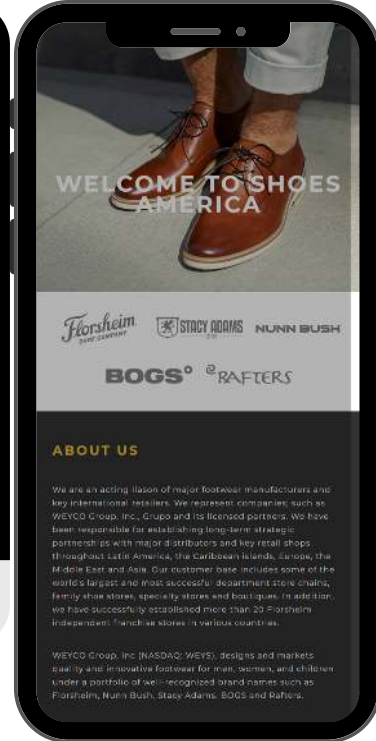
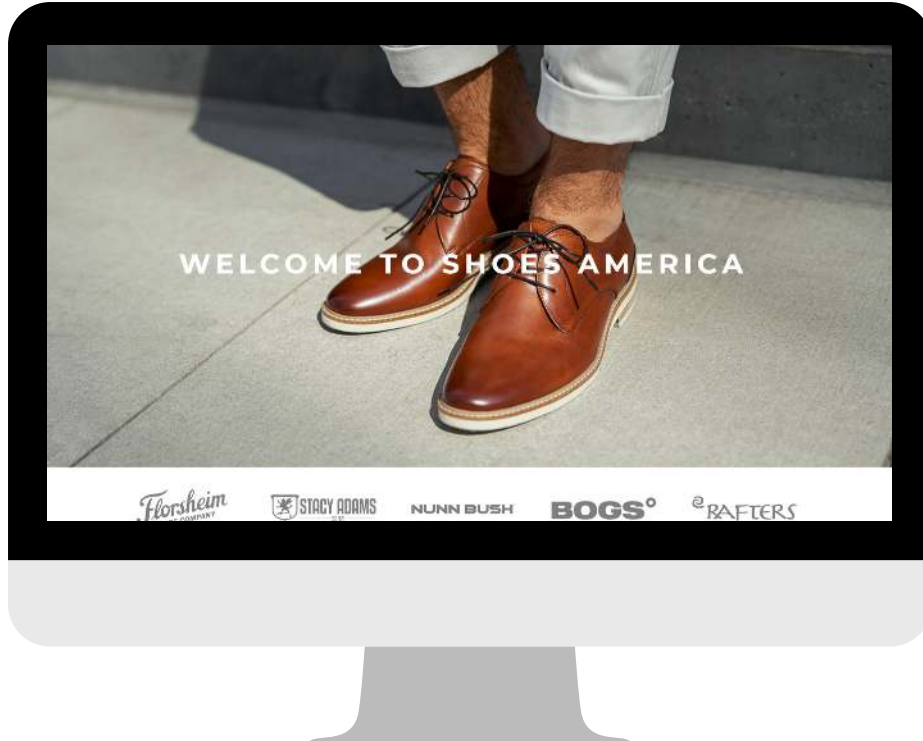
03

Graphic Design

04

Writing





THE PROJECT

To analyse and improve the client's existing paid google advertising campaign with a better ROI.

- Analyse existing data
- Create A/B testing for key line products
- Establish the business as a brand of its owner rather than just a 3rd party supplier

THE BRIEF

The Shoemsmith came to Online Marketing Help unhappy with its return on £11,000 ad spend and wanted their existing campaigns to be reviewed, scrutinised and established.

THE CHALLENGES

Shoemsmith had been working with an agency that had not fully optimised the campaigns running or utilised website pixels to their fullest missing out on valuable data. We established that online sales were limited and that whilst shoe sales are a competitive marketing place there was a big opportunity to succeed and increase ROI and brand growth.

WHAT WE DID

- Optimised all existing data on the website Optimised all social channels
- Introduced re-marketing campaigns
- Social Engagement marketing campaigns
- Google shopping campaign

HAVE YOU GOT A PROJECT?



WE WOULD LOVE TO HELP

This is our mission at Online Marketing Help. We aim to disrupt and challenge the “norm” with a forward thinking and transparent marketing approach that is easy for our customers to understand and evaluate. Marketing is the study and management of relationships with the purpose of creating meaningful connections. We accept nothing less than achieving this for our clients and their customers alike.

GET IN TOUCH

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FOR TECHNICAL SUPPORT EMAIL

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