

GREATLY DIGITAL MEDIA

Digital Marketing
Case Study





ABOUT GREATLY DIGITAL AND THE GREATLY AGENCY

Greatly Digital and The Greatly Agency together are a nimble and affordable digital consulting, recruitment and digital media agency made up of marketing freelancers specializing in Digital Marketing, eCommerce Strategic Marketing and Business Management, Branding, Digital Marketing, Social Media, Design and more...

MISSION, VISION, AND GOALS

The Mission of the Greatly Agency and Greatly Digital Media is to provide our clients with the affordable expertise to reach their business objectives efficiently and effectively through strategic uses of digital marketing and brand storytelling.

Our associates are passionate about using their experience to bring small to medium sized businesses from good to **great**.



DIGITAL MARKETING CASE STUDY

CHALLENGE

In Spring of 2020 a client came to The Greatly Agency for help strategizing how to create brand awareness for a new brand start-up of environmentally friendly, organic and natural horse and animal products. As a newer brand, the client had limited resources and budget.



A primary objective of awareness building was set with a secondary objective to increase online retail sales.

SOLUTION AND BENEFIT

In addition to the consideration of resources and budget, it was determined that ad testing on Facebook and Google, as well as Facebook post boosting, would be the most efficient and cost effective ways to meet our objectives to reach our specific target customers.

It was decided to experiment with Pinterest as awareness and traffic builders as well since the majority of Pinterest users (females between the ages of 18 and 34) matched our client's target audience.

Tactics:

Facebook tactics included a combination of weekly boosted ads with multiple weekly paid Facebook ads. Categories for paid advertising on Facebook included dynamic, catalog, and evergreen awareness ads.

Google tactics included a combination of text ads and product listing shopping ads (PLAs) which were optimized weekly.

Pinterest tactics included weekly original content pin posting to boards as well as paid boosting.

TACTICS: SPECIFICS

Creative and Content: Multiple creative formats were tested to determine those with the best engagement and awareness. We used insights on boosting and ad testing results to determine which was most efficient.



Cadence and Schedule: Weekly posting and boosting.

With limited resources and a target market that is engaged with Facebook on a daily basis, it was determined to start with a once-a-week posting cadence for posting and boosting.

Budget and Objectives: There was a generous limited budget for our client, so posting and boosting would be used weekly to build short term engagement to targeted audiences. Facebook Ad Manager ads would be used for more robust awareness audience targeting and long-term sales production in order to maximize the return on ad spending (ROAS).

Audience:

- Gender: Women
- Age: 18+
- Location: United States

Audience:

- Interests: Equestrian, Horses, Horseback Riding



**FACEBOOK
ENGAGEMENT**



**WEBSITE
VISITS**



**WEBSITE
PURCHASES**

MEASUREMENT

Measurement metrics were based on reach, engagement, and return on investment.

01

IMPRESSIONS

The total number of times the post shows up in the feed

02

REACH

The number of users who have seen your post

03

CLICKS

The number of times people have clicked the post

04

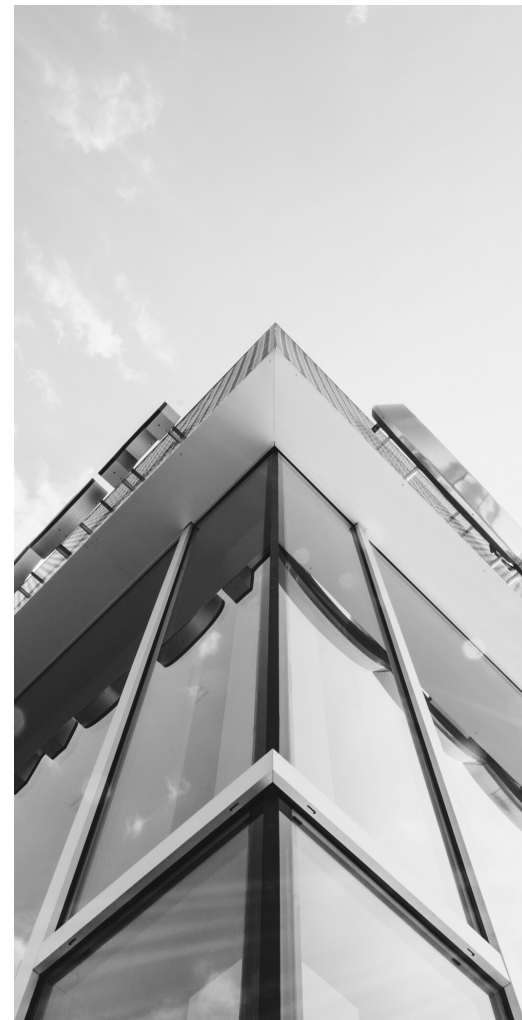
UNITS/SALES

The number of purchases and value of those purchases generated by your post

05

RETURN ON INVESTMENT

The percentage of spend you made back through sales,



TEST RESULTS: 3 MONTH PERIOD



CLICKS:
5,543



UNITS/SALES:
76 / \$12,369.97



RETURN ON INVESTMENT:
316%

TOTAL REACH:

696,992

TOTAL IMPRESSIONS:

1,693,036



**FACEBOOK
ENGAGEMENT**



**WEBSITE
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CONCLUSION, LEARNINGS AND INSIGHTS

After some experimentation, we found that highly visual posts on Facebook drew the most engagement for our client. In addition, Facebook boosting was an extremely effective means of driving awareness for very little cost, and we recommend our client continues posting visually-centric boosts in the future.

On Google, shopping campaigns evidently built awareness through impressions and reach, while text ads drew significant conversions. We recommend our client continue to ramp up the Google ads and continue to optimize them weekly.

With Pinterest we found a cost-effective platform which built awareness most efficiently with pins of a personal nature and recommend that our client continue posting these pins with weekly boosting.

"We were very impressed with how cost-effective post boosting was. The amount of people we reached for such little cost was incredible to me. Used in the right way boosting is a great awareness builder on Facebook." - Matt S, Digital Analyst

360 DEGREE MARKETING



At the Greatly Agency our expertise is understanding your company objectives from the top down. We know marketing and social media are merely tools meant to support company objectives. We approach all of our campaigns with this in mind. We cost effectively and efficiently help you build our your marketing toolkit to reach your objectives cost effectively.

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