

GOING BACK TO
BASICS THAT MADE
HEALTHY PLANET
CANADA IMMUNE
TO CHANGES



ONE-STOP SOLUTION FOR YOUR HEALTH!

Established in 1995, the client sells the highest quality vitamins, supplements, and remedies to suit all lifestyle needs. Their goal is to make premium products readily available and affordable for consumers far and wide. They stock a wide variety of natural cosmetics and bath products, as well as groceries.

The client's main motto is to encourage more and more people to adopt a healthy lifestyle and supplement it by consuming the best vitamin supplements in the market.

Brainvire has been associated with the client since February 2019 and has assisted them in building an online presence for their products and services.



MARKETING MYOPIA RESULTED IN A SATURATED MARKET

The client successfully attracted traffic on their website but failed to convert visitors into leads. Brainvire's experts identified the issue of marketing myopia in the client's approach. They were not promoting specific products customers wanted but were advertising all their products in general.

Since the client was dealing in various categories, Braivire decided to shift the focus on the vitamins and supplements category.

With a thorough analysis, the client gained enough relevant traffic that improved brand awareness.



BACK TO THE BASICS BY REDEFINING THE TARGET MARKET WITH THE SEGMENTATION, TARGETING, AND POSITIONING FRAMEWORK

Although the client's website was attracting huge organic traffic, most of it was not relevant. Due to this, the client was losing out on converting genuine customers.

Brainvire's digital marketing experts closely analyzed the client's brand image and message. They created buyer personas that would be the best fit for the client's products and services.

By segmenting, targeting, and positioning their marketing efforts in front of the right consumers, the client witnessed a significant increase in authentic traffic.





AUDIT AND OPTIMIZE WAS THE FIRST STEP!

Brainvire's team optimized the website and its content with a curated SEO approach that would target the brand on the appropriate keywords. The team resolved on-page issues and improved the functioning and speed of the website.

With the help of link building activities, we improved the client's presence online and eliminated any toxic backlinks. All existing shopping campaigns were optimized to cater to the right audience. The Merchant center shopping feed error was resolved, which helped the registered sellers to manage their products easily.



The first step in formulating a tailored marketing strategy for the client was to conduct a website audit in order to identify strengths and weaknesses.

SETTING UP THE SHOPPING CAMPAIGNS WAS CHALLENGING


The client did not have successful paid shopping campaigns. Brainvire’s team helped overcome this challenge by creating specific shopping campaigns for their products.

We developed proper shopping campaigns for different products and product categories of the client. These campaigns were tracked for performance and ROI by using retail-centric metrics and tools.

SPECIFIC TARGETING OF IMMUNITY-BOOSTING PRODUCTS FOR CORONAVIRUS

We conducted a thorough keyword analysis to optimize the website’s content and targeted special keywords that would promote immunity-boosting products as a measure during the Coronavirus pandemic.





441.34% INCREASE IN REVENUE IN A MONTH EXPLAINS THE PERKS OF CAPTURING THE OPPORTUNITY AT THE RIGHT TIME

Our online marketers successfully fulfilled the client's requirements by establishing a firm online presence, and the SEO initiative for the website also increased traffic multifold.



↑ **441.34%**

Increase in Revenue in One Month

↑ **505.68%**

Increase in Their ROI

50.34% INCREASE IN REVENUE WAS FOLLOWED BY MANY MORE ACHIEVEMENTS!

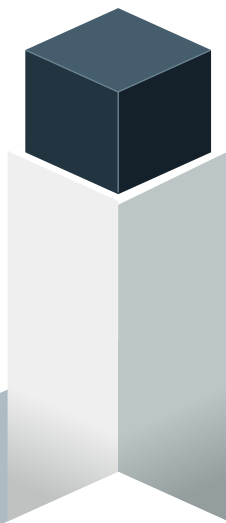
Our digital efforts reaped excellent results.

↑ **74.19%**



Increase in Organic Traffic

↓ **33.28%**



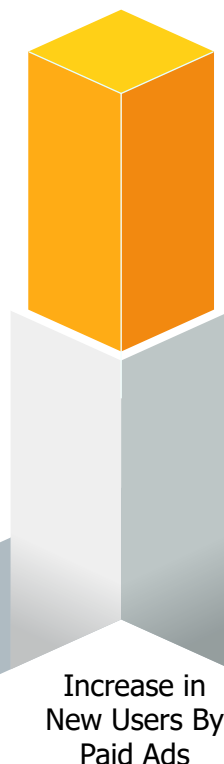
Decrease in Bounce Rate

↑ **50.34%**



Increase in Overall Revenue

↑ **41.17%**



Increase in New Users By Paid Ads