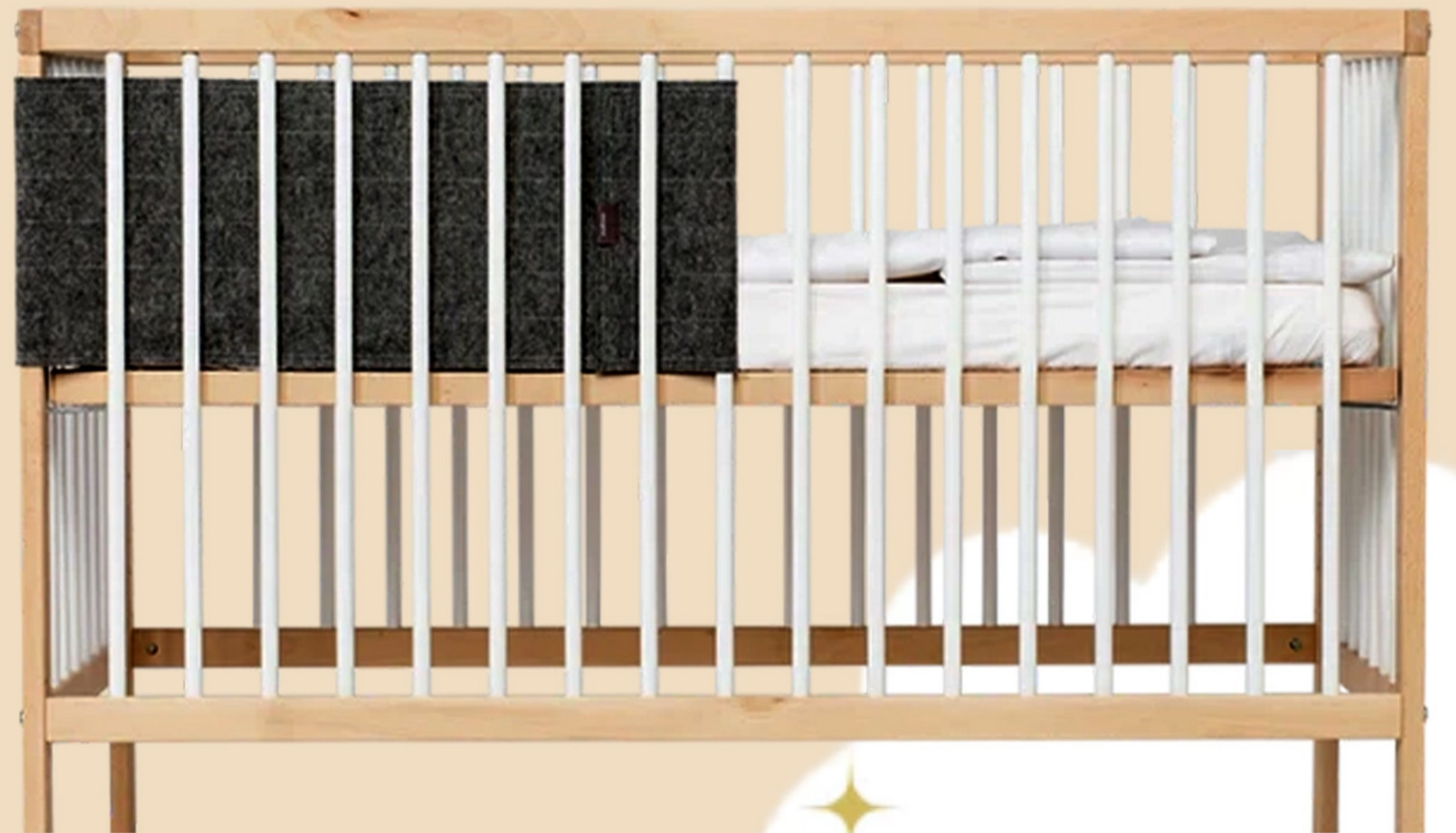




# moKee

Digital Marketing Case Study



## INTRODUCTION

Mokee specializes in designing and producing high-quality modern furniture and accessories for babies and children. They have sold more than 30000 cot beds. Happy Babies all over the world. Mokee also places a strong emphasis on quality and safety. Our team of passionate baby room designers created the Mokee collection to stand out for its quality, design, and exceptional value.

## CHALLENGES

**Scalability:** The E-commerce website needed to scale in sales volume on specific products making the best use of festive season sales.

**Struggled with Lead Generation:** Difficulty in identifying and attracting potential clients, resulting in a lack of substantial leads.

**User Experience Issues:** Challenges related to user engagement, page speed, and overall performance on Search Engine Results Pages (SERP).

**Challenges in translating** online traffic into concrete business leads and opportunities through paid digital advertising efforts.

**The Conversion Rate has to be increased.** as it was initially at 0.5% before engaging with our services.



## **COURSE OF ACTION:**

### **Scalability Enhancement:**

- Targeted marketing campaigns during festive seasons for specific products.
- Strengthened website infrastructure for increased sales volume.

### **SEO Optimization:**

- Conducted SEO audit and implemented strategies for improved rankings.
- Regularly updated content and enhanced website performance.

### **Paid Digital Advertising: (Google & Meta Shopping Ads)**

- Reviewed and optimized existing campaigns for better targeting.
- Created compelling ads and monitored performance metrics.

### **Conversion Rate Optimization:**

- Analyzed user behaviour and implemented A/B testing.
- Introduced promotions and retargeting strategies.



## **RESULTS ACHIEVED:**

### **Increased Conversions: (From 0.5% to 5%)**

#### **Scalability:**

- Significant sales increase during targeted promotions.
- Improved website infrastructure for seamless customer experience.

## **SEO Optimization:**

- Higher rankings and improved organic traffic.
- Enhanced user engagement on the website.

## **Paid Digital Advertising: (Google & Meta Shopping Ads)**

- Improved click-through rates and conversions.
- Optimized ad spend for better ROI.

## **Conversion Rate Optimization:**

- Increased conversion rate from 0.5% to 5% & above.
- Streamlined conversion process with promotions/offers and A/B testing.