



FORTUE
GROUP

E-Commerce Case Study and Report

Presented by: Fortue Group

1. Saboon Store



INSTAGRAM LINK

- https://www.instagram.com/buttkarahicanada?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcOMzIxNw==

Facebook Link

- <https://www.facebook.com/storesaboon>

Website Link

- <https://www.saboonstore.com/>

CASE STUDY

Challenges Faced:

Saboon Store is a premium skincare brand offering a wide range of handcrafted, natural, and organic soaps. Despite having high-quality products, Saboon Store faced challenges in building a robust online presence and reaching its target audience. This case study highlights how our marketing team helped Saboon Store overcome these hurdles, creating significant brand awareness and driving consistent growth.

Our Approach

1. Market Research & Competitor Analysis:

We began by analyzing Saboon Store's target audience and competition. This research provided valuable insights into customer preferences and identified gaps in the brand's previous approach. This data guided us in crafting a more focused marketing plan.

2. Social Media Revamp:

We refreshed their social media presence with consistent, visually engaging content. By focusing on product highlights, skincare tips, and interactive stories, we built stronger connections with followers.

3. Website Optimization:

We enhanced their website's SEO, improved user navigation, and revamped product descriptions to showcase the natural benefits, which increased engagement and conversion rates.

4. Influencer Collaborations:

We partnered with relevant micro-influencers to expand Saboon Store's reach and generate authentic product reviews, building trust among new audiences.

5. Targeted Paid Ads:

We ran well-optimized Facebook, Instagram, and Google ad campaigns aimed at their ideal demographic, increasing both traffic and sales.

6. Performance Tracking:

We continuously monitored and optimized campaigns for maximum ROI, allowing for strategic adjustments that further boosted performance.

Results Achieved

- After implementing the above strategies, Saboon Store experienced a transformation in their brand presence and overall performance:
- Increased Website Traffic: Saboon Store's website traffic increased by 65% in the first three months, driven by a combination of organic and paid efforts.
- Enhanced Social Media Engagement: We observed a 150% increase in social media engagement, with followers actively participating in stories, polls, and posts. The brand's Instagram following grew by 40%, and Facebook saw a similar increase.
- Higher Conversion Rates: The optimized website design and product descriptions led to a 35% improvement in conversion rates, meaning more visitors became paying customers.
- Sales Growth: Saboon Store's online sales increased by 50% within six months, with a noticeable boost during promotional campaigns.
- Improved Brand Awareness: The collaboration with influencers and strategic content marketing contributed to higher brand recognition, as more people began associating Saboon Store with quality, natural skincare products.

References



Does homemade soap expire?

WHEN IT COMES TO NATURAL AND HANDMADE SOAPS,
THE EXPIRATION DATE IS USUALLY AROUND A YEAR.



WWW.SABOONSTORE.COM

Saboon Store

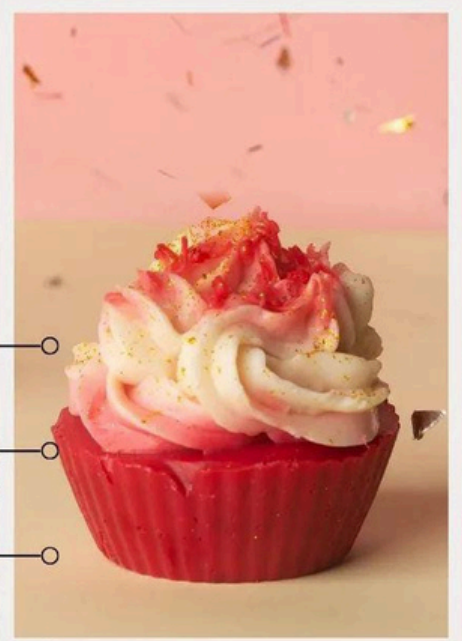


Does homemade soap expire?

WWW.SABOONSTORE.COM | @SABOONSTORE



MAGIC IN EVERY
BAR UNIQUENESS, QUALITY,
AND CARE ?



- ✓ Thoughtful Ingredients
- ✓ Skin-Friendly Formulas
- ✓ Tailored for Special Needs
- ✓ Environmental Friendliness
- ✓ Moisture-Rich Lather

HANDCRAFTED SOAP
BARS

WWW.SABOONSTORE.COM

Saboon Store

Check their profile for more!

2. Harumi

harumi
MAKE YOUR SKIN HAPPY

INSTAGRAM LINK

- https://www.instagram.com/avsar.to?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcOMzIxNw==

Website Link

- [AfmBOop55XR8b76dmk5dWvqc52yIn5RpzMNpwIpGSmunwX5M7WIGtmQw](https://www.avsar.to/AfmBOop55XR8b76dmk5dWvqc52yIn5RpzMNpwIpGSmunwX5M7WIGtmQw)

CASE STUDY

Challenges Faced:

Harumi, a premium skincare brand, faced significant hurdles in carving out a niche in the overcrowded beauty industry. Despite offering high-quality, nature-inspired skincare products, the brand struggled to connect with its audience and generate awareness. This case study explores how our tailored rebranding and digital marketing strategy helped Harumi overcome these challenges, leading to increased engagement and sales growth.

Our Approach:

We designed a comprehensive strategy to tackle these challenges, focusing on both rebranding and digital marketing:

1. Visual Rebranding: Logo and Photoshoot:

We started by designing a fresh logo that embodied Harumi's dedication to natural beauty and sustainability. This was followed by a complete photoshoot of their products, capturing them in modern, clean, and nature-inspired settings to appeal to their target audience of eco-conscious skincare enthusiasts.

2. Revamping Product Messaging:

We worked closely with the brand to refine their core message, focusing on natural ingredients, ethical sourcing, and premium results. This message was consistently communicated across all marketing materials, from product descriptions to social media posts, ensuring potential customers understood Harumi's unique value proposition.

3. Social Media Makeover:

To increase engagement, we revamped Harumi's social media profiles with fresh, vibrant content that highlighted their natural products in action. Posts included skincare routines, educational content on ingredients, and user testimonials to build trust and credibility.

4. SEO-Driven Website Content:

We improved the website's search engine optimization (SEO) by revising product descriptions and adding a blog focused on skincare tips, ingredient breakdowns, and how-to guides. This enhanced Harumi's search engine rankings, driving more organic traffic to the site.

5. Influencer and Blogger Outreach:

We partnered with well-known skincare influencers and beauty bloggers, sending them Harumi products for review. Their authentic feedback generated buzz around the brand and introduced it to a broader, relevant audience.

Results Achieved:

- **Revitalized Brand Image:** Harumi's new logo and high-quality product photography significantly enhanced their brand perception, aligning with the expectations of their target market.
- **Improved Online Visibility:** The SEO efforts and consistent social media engagement led to a 50% increase in website traffic, largely from organic sources.
- **Enhanced Customer Engagement:** Social media engagement grew by 160%, with more comments, shares, and conversations sparked by the brand's new visual content and clear messaging.
- **Clear Brand Communication:** Customers responded positively to Harumi's refined messaging, understanding the benefits of natural skincare more clearly, leading to a 25% increase in product inquiries and conversions.
- **Sales Growth:** Harumi saw a 40% growth in sales, particularly driven by first-time customers introduced through influencer collaborations and increased brand trust.

References



Check their profile for more!

1. Furr Vanity



INSTAGRAM LINK

- https://www.instagram.com/furrvanity_?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

Facebook Link

- <https://www.facebook.com/FURRVANITYY>

Website Link

- <https://furrvanity.com/>

CASE STUDY

Challenges Faced:

Furr Vanity was struggling with low brand visibility and inconsistent messaging. Despite their premium offerings, they faced limited website traffic and poor customer engagement on social media, which resulted in low sales conversions. They needed a clear and cohesive marketing strategy to enhance their online presence and drive more conversions.

Our Approach:

- Focused on community building by curating engaging and informative content that resonated with pet owners, highlighting both luxury and care aspects of the brand.
- Launched loyalty programs and provided exclusive offers tailored to Furr Vanity's customer base, encouraging repeat purchases and fostering customer retention.
- Partnered with local pet influencers to enhance brand credibility, leveraging their followers to increase social proof and reach a broader audience.
- Optimized the online store experience by streamlining the user journey, improving navigation, and enhancing product visuals to showcase the premium nature of Furr Vanity's offerings.
- Ran data-driven ad campaigns on Google and Instagram, focusing on highly targeted audience segments, and using insights from customer data to maximize ad effectiveness and ROI.

Results Achieved:

- As a result of our comprehensive approach, Molekules Design experienced significant growth and success. Their enhanced social media presence and targeted content led to a marked increase in engagement and brand awareness. The refined brand messaging and modernized website not only attracted more visitors but also converted them into loyal clients, reflecting the true quality and expertise of their design services.
- This strategic alignment of their marketing efforts with their business goals positioned Molekules Design as a leading name in the interior design industry. They have since successfully collaborated with some of the biggest brands and top-tier malls for their interior projects, solidifying their reputation and expanding their reach in the market. These achievements underscore the effectiveness of our tailored marketing solutions in driving real business outcomes.

References



Check their profile for more!

4. CARAT GEMS

INSTAGRAM LINK

- https://www.instagram.com/caratgems.in?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

Facebook Link

- <https://www.facebook.com/profile.php?id=61554343852654>

Website Link

- <https://www.caratgems.in/>

CASE STUDY

Challenges Faced:

- **Fierce Market Competition:** The gemstone market was saturated with established players, making it difficult for Blissmantra to stand out.
 - **Brand Identity:** The brand name 'Blissmantra' lacked the premium feel and recognition in the global gemstone market, limiting its appeal to a wider audience.
 - **Limited Digital Presence:** Blissmantra had no social media presence or digital footprint, making it hard to reach potential customers in the increasingly digital landscape.
 - **No E-commerce Platform:** Without a proper website, they were unable to showcase and sell their premium products online, missing out on a crucial revenue stream.
 - **Unclear Product Positioning:** The brand struggled with listing and positioning its gemstones as premium products in a highly competitive market.
 - **Lack of Effective Marketing Strategies:** The absence of targeted campaigns and digital marketing strategies hindered their ability to engage with potential customers globally.
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Our Approach:

- We changed the brand name from Blissmantra to Carat Gems, ensuring the name reflected both the premium nature of the products and resonated with their target audience.
- We also secured the Carat Gems trademark, solidifying their brand identity and providing legal protection in the competitive market.
- Website Creation: We designed and developed a user-friendly, aesthetically pleasing website that allowed Carat Gems to showcase their high-quality gemstones with detailed descriptions and astrologically significant insights, elevating the perception of premium value.
- Social Media Setup: We created and optimized social media profiles on key platforms such as Instagram, Facebook, and LinkedIn, focusing on visually stunning content, gemstone education, and engagement with a broader audience.
- **Campaign and Marketing Strategy:**
 - Premium Product Positioning: We created campaigns that highlighted the unique value of Carat Gems, focusing on the quality, beauty, and astrological significance of each gemstone, positioning them as a premium product.
 - Astrology-Driven Content: Leveraging Shubha Javaria's expertise as a global astrologer, we crafted content around the astrological benefits of wearing gemstones, linking them to festivals, zodiac signs, and daily horoscopes, ensuring the product appeals both visually and spiritually.
 - Targeted Ad Campaigns: We executed social media and Google ad campaigns aimed at premium customers seeking not just jewelry, but also the benefits of astrological gemstones. Our strategy included influencer collaborations and retargeting ads that created awareness and conversions.
- **E-commerce and Product Listings:**
 - We helped Carat Gems strategically list their products across premium e-commerce platforms, ensuring each listing emphasized the gemstones' luxurious qualities and the added value they bring through astrology.
 - SEO Optimization: We optimized the website for search engines, ensuring the brand ranked highly for key terms related to gemstones, astrology, and spiritual well-being, driving organic traffic.

Results Achieved:

- Rebranding Success: The name Carat Gems garnered positive responses, positioning the brand as a premium gemstone provider in a competitive market. The new trademark reinforced their brand identity.
- **Website Traffic & Conversions:**
 - A 60% increase in website traffic within the first three months of the site launch.
 - A 35% growth in online sales as a result of the newly established e-commerce platform and the premium product positioning strategy.
- **Social Media Growth:**
 - We grew their social media followers by 200% within the first quarter, with high engagement rates across all platforms.
 - Social campaigns linked to astrological content achieved a 45% engagement rate, building strong connections with their target audience.
- **Sales & Customer Acquisition:**
 - The targeted ad campaigns led to a 50% increase in sales of premium gemstones and higher customer acquisition from both local and international markets.
 - Collaborations with influencers and astrology enthusiasts boosted credibility and drove more sales conversions.
 - Brand Awareness:
 - The combination of SEO and content marketing efforts resulted in a 70% improvement in search engine rankings, significantly boosting brand awareness and organic traffic.

References



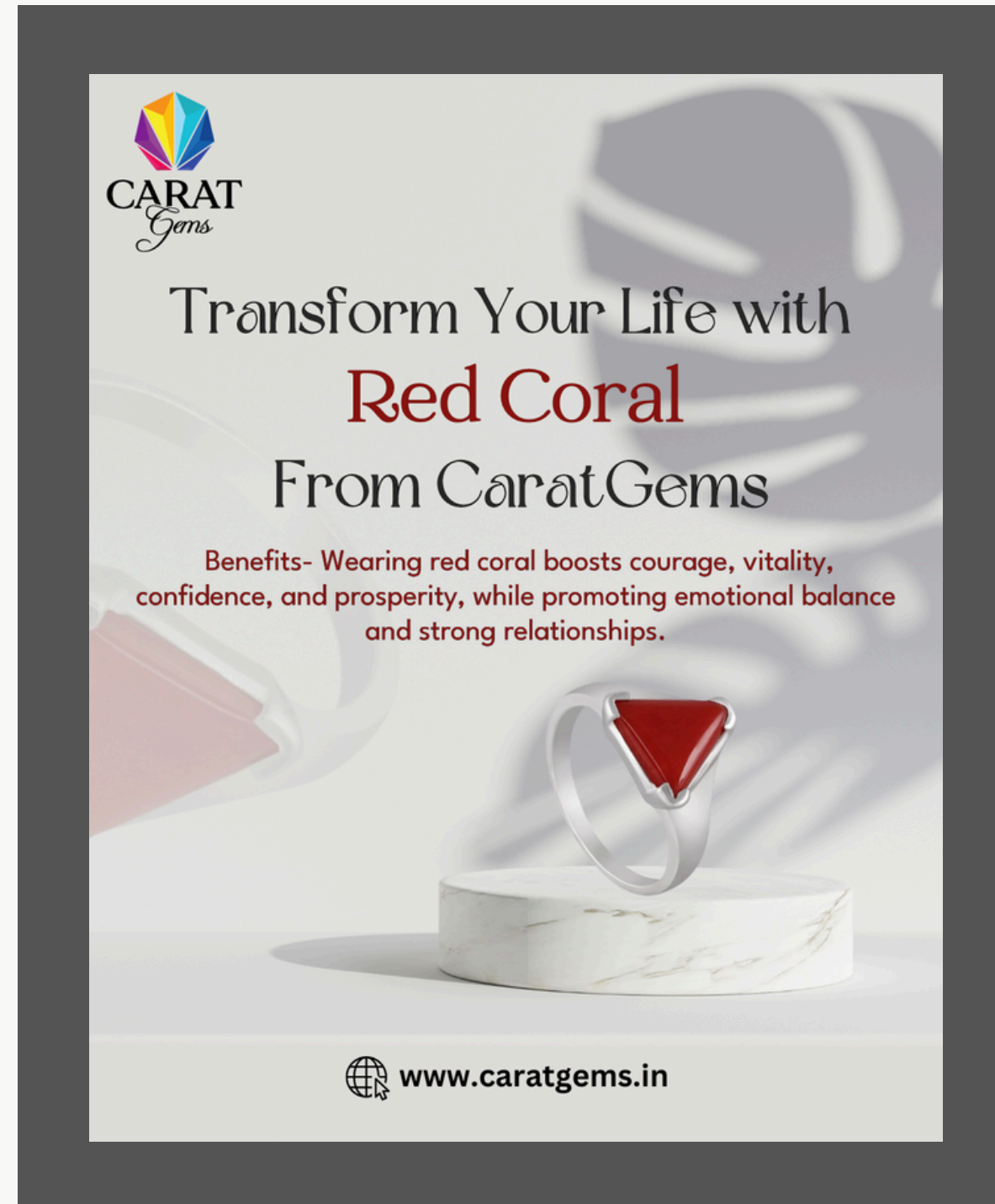
CARAT
Gems

EVERY
PIECE OF

gemstone tells a story




 www.caratgems.in




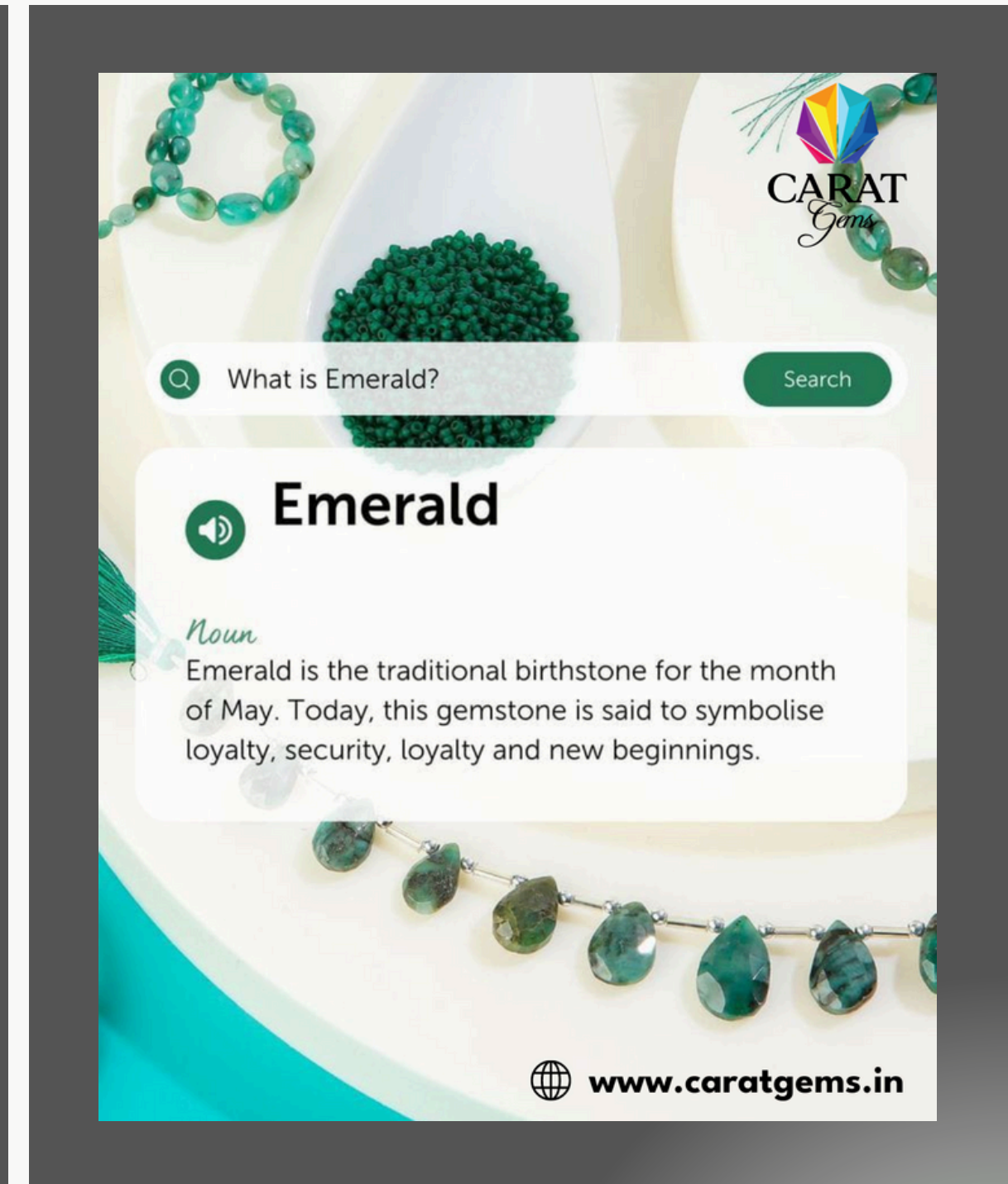
CARAT
Gems

Transform Your Life with
Red Coral
From CaratGems

Benefits- Wearing red coral boosts courage, vitality, confidence, and prosperity, while promoting emotional balance and strong relationships.




 www.caratgems.in





CARAT
Gems

What is Emerald?

 **Emerald**

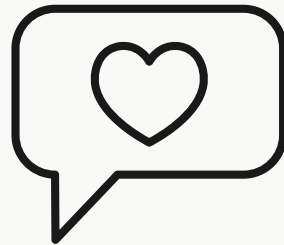
Noun
Emerald is the traditional birthstone for the month of May. Today, this gemstone is said to symbolise loyalty, security, loyalty and new beginnings.



 www.caratgems.in

Check their profile for more!

Get In Touch



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Social Media

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