

SocialBoosterz Case Study

Increasing ecommerce sales
by 300% in 4 months



"Marccx reconnected us to our core customer in ways that created new and exciting opportunities for our brand."

Brittany Logan
Founder, SocialBoosterz

SocialBoosterz is responsible for building the brands of today's top social media influencers. They work across platforms, acquiring new followers and fans on behalf of their Facebook, Instagram and Twitter clients.

After a Google update and a sudden drop in search engine rankings, sales plummeted and SocialBoosterz needed a significant source of new traffic.

Lead Generation via Giveaway

Marccx worked with SocialBoosterz to create a lean Facebook campaign targeting artists and musicians. We reduced the usage of generic targeting, which resulted in a higher Click-Through-Rate (CTR) and lower Cost Per Lead (CPL).

To convert leads to paying customers, Marccx created an email marketing campaign that generated \$5,000 in new sales from then prospects interested in a SocialBoosterz giveaway.

Challenge

- Drive social traffic to socialboosterz.co
- Create an opt-in offer for prospective clients
- Encourage current clients to recommend SocialBoosterz to their followers and fans

Solution

- Design a more targeted Facebook campaign with keywords related to artists and musicians
- Create an irresistible giveaway where prospects could sample social media services before committing to a purchase
- Institute an email marketing campaign and rewards program to better engage current clients and draw new members into the community

Why Marccx?

- We focus on content AND conversion, delivering prospects interested in paying for your product

Results

- Within the first 30 days, unique visitors from Facebook jumped by 76% resulting in 20 purchases and \$2,500 in sales (150% month-over-month increase)
- After 4 months, SocialBoosterz received 1,200 email opt-ins & converted 5% for more than \$5,000 in sales