

TRANSFORMING RETAIL MARKETING STRATEGY FOR AN E-COMMERCE STORE

A Journey of Innovation and Success

Client : Confidential

BUSINESS CHALLENGES

The client was struggling to attract and convert customers on their e-commerce platform. Despite offering high-quality products, their website traffic and sales were lower than expected. They lacked a coherent marketing strategy and struggled with brand visibility.

SOLUTIONS IMPLEMENTED

White Wolf Consulting was brought in to overhaul the client's marketing strategy:

- **Branding Strategy:** We helped the client define their brand's identity and values, crafting a compelling narrative that resonated with their target audience.
- **Digital Marketing Campaigns:** Developed targeted campaigns across social media, Google Ads, and influencer partnerships to increase traffic to their website.
- **Website Optimization:** Conducted a comprehensive audit of the website's user experience and optimized it for higher conversion rates, including improving the product pages and simplifying the checkout process.
- **Customer Retargeting:** Set up retargeting ads to bring back visitors who had abandoned carts, successfully increasing conversion rates.



CONCLUSION

- The client saw a 30% increase in website traffic within the first three months.
- Conversion rates improved by 18%, resulting in a significant boost in revenue.
- Customer retention rates increased due to the more personalized and engaging customer experience.



+971 55 940 3874



www.white-wolf-consulting.com



INDIA | UAE

