



# ILANA JIVAGO

## CASE STUDY



# The Story



ILANA JIVAGO Inc. is a vertically structured fragrance company founded in 1994 by Ilana V. Jivago in Cannes France and has grown internationally across Europe, North America and The Middle East. Jivago is responsible for product design, component development, manufacturing, assembly, product marketing, sales and distribution with its offices in Beverly Hills California. Ilana Jivago believes in designing products that enhance personal relationships and make this a better world for everyone.



# Objectives



**THE PRIMARY OBJECTIVE** was to generate additional online sales revenues through a strong digital marketing and advertising strategy, while simultaneously identifying and removing an overwhelming amount of fake ‘knock-off’ products from the global marketing place, which was affecting the brand’s integrity, sales and strong reputation for excellent customer service.

A variety of KPIs (key performance indicators) were used to measure success of the campaign including:

- E-Commerce Sales
- Search Engine Ranking
- Reach and Impressions (Brand Awareness)
- Number of 3<sup>rd</sup> Party Sites Fake Product Removed From



# Challenges



**Social Media 55** was faced with several challenges including:

- Timed Campaign with budget constraints (4 months)
- Segmented targeting to various groups, which was not previously identified
- Identification of 3<sup>rd</sup> party sites selling fake product across a global market (over 5,000 sites)
- Outdated website with no tracking of traffic or marketing data
- Low brand awareness online vs. large brick and mortar retail presence



solutions





## Website Design & Development

Social Media 55 created a unique e-commerce website, which included strong modern UI/UX design, with custom product photography and a fully optimized back-end for superior ranking in all major search engines. As well, a variety of landing pages were strategically developed for top-selling products and seasonality sales to improve sales. Strategic CTAs (calls-to-action) allowed for quick database capture and traffic conversation.



## Digital Marketing & Advertising Strategy

Social Media 55 developed an annual digital marketing strategy that focused on building and creating brand awareness across a variety of communication and advertising mediums including:

- Social Media Organic Posting Strategy
- Social Media Paid Advertising
- Google AdWords and PPC (pay-per-click)
- Programmatic Advertising & Advertising Remarketing
- Newsletter Strategy & Deployment
- Search Engine Optimization (On-Page, Off-Page)
- Directory Submission
- Reputation Management & Delisting of Fake Product



# Results



2016 – 2017 was considering a tremendous success Jivago based on the KPI's outlined in the onset of the campaign. During this time, Jivago experienced:

- Increase in organic traffic of 675% from 2016-2017
- Increase in volume of orders is up 450% 2016-2017
- Increase in online and wholesale revenue 2016-2017 by 440%
- This resulting in a total sales value of \$XXXXX



In addition to its increased sales revenues, the brand experienced international digital exposure along with direct sale to consumer in excess. Our reputation management solutions were able to aid in the fight against intellectual property issues resulting in:

- Fake product being removed from over 5,000 sites that had no authorization to sell
- Additional 250% more traffic to the website
- Opening of official sales channels and partnerships globally in Canada, Mexico, Kuwait, Saudi Arabia, United Arab Emirates



# Social Media 55



Social Media is now one of the most powerful marketing tools with the ability to communicate with a target audience in real time. The challenge some do it yourself companies run into is the ability to develop and maintain these channels.

Our solutions are customized to address your needs and offer peace of mind by maintaining these channels so that you may focus your time and energy on other aspects of your business. Our social media solutions cater to any size business. Our 'a la carte' style options are designed to maximize your ability to communicate with your target audience. Speak with one of our specialists today to design a solution that best meets your needs.