



DIGITAL MARKETING CASE STUDY

REDEFINE YOUR MARKETING
STRATEGY

www.fluffymojo.com

ABOUT DIGITAL MARKETING SERVICES

Fluffy Mojo is a dynamic, versatile software development company offering full-service digital marketing agency that doesn't rely on smoke and mirrors to attract new clients. Instead, Fluffy Mojo trusts its own search engine optimization (SEO) and marketing skills to drive new customers to our website.

Fluffy Mojo focuses on client relationships and results. We always deliver substance, not false promises, ensuring we maximize your budget, so you get the most return on investment (ROI).

Take a look below at the wide variety of digital marketing services Fluffy Mojo offers.

SEARCH ENGINE OPTIMIZATION

Through careful keyword research and white hat SEO practices, we can help you achieve higher organic rankings and increased visibility in search results.

Our digital marketing team performs extensive keyword research, conducts on-page and off-page optimization and tracks your results with Google search Console and Google Analytics.

SOCIAL MEDIA MARKETING

Ready to expand and market to your audiences on social media? We build social media campaigns to help your business grow and engage your followers.

Our digital marketing team identifies your goals, performs competitor bench marking and evaluates your customer's online behavior.

Using data and analytics, we develop custom social media brand strategies tailored for your business.

PAID ADVERTISING

We ensure your ad budget delivers results. Our primary focus is to ensure that your product reaches an audience genuinely interested in making a purchase, leading to a significant boost in sales.

From competitor analysis to understanding customer behavior, we use data and analytics to develop custom strategies and paid campaigns.

CASE STUDY NO. 01

CATEGORY: VACATION HOME RENTALS

LOCATION: U.S.A

BUSINESS BACKGROUND:

They are a leading vacation rental properties provider proudly serving the Texas state of The US. They offer different kinds of listing with destination specifics and features.

MARKET COMPETITORS:

Competitors include numerous strong sites and others in Texas with many years of site age and a wide range of inbound links.

PROJECT GOAL:

This leading online vacation rental provider got in touch with Fluffy Mojo for web strategy and a full-spectrum SEO campaign. The client's goal was to get on top for the major keywords and others 30 Keywords and utilize organic search (SEO) to increase lead volume and market share.

STRATEGY:

- Keyword research for effective marketing
- Make the webpage SEO friendly to get crawl frequently
- Optimize the targeted keywords in major search engines.
- Achieve ranking for keywords that searches use online.
- Comprehensive technical SEO audit

CASE STUDY NO. 01

RESULTS:

AFTER 6 MONTHS OF SEO STRATEGY, CLIENT REPORTED THE FOLLOWING RESULT AS PER THEIR CAMPAIGN

BEFORE

Google Analytics Home			
Users	Sessions	Bounce Rate	Session Duration
2.4K	3.3K	52.64%	3m 07s
↓12.9%	↓18.0%	↑0.9%	↓11.7%

AFTER

Google Analytics Home			
Users	Sessions	Bounce Rate	Session Duration
43K	65K	50.92%	3m 58s
↑92.1%	↑88.9%	↓6.5%	↑12.4%

These are significant numbers, the most important of which being the increase in Organic Traffic.

LEARNINGS:

The 2 major learnings from this case study 1 are as follow:

- Identifying the target group and its passion are the backbone of success of SEO.
- The quality of success depends on how effectively a company or brand can leverage its unique competitive attributes through contents, campaigns, contests and interactions on SEO

CASE STUDY NO. 02

CATEGORY: TRANSPORTATION NETWORK COMPANY
LOCATION: QATAR

BUSINESS BACKGROUND:

An online taxi booking system provider for effortless transit experience in the proud country of Qatar. They offer different cars and limos according to the occasion and requirement.

MARKET COMPETITORS:

The competitors in this industry are well heard and have strong sites like Uber and Careem.

PROJECT GOAL:

Social media is one of our primary strategies for this client after discovering that their Facebook was inactive and we decided to reignite customer love for the brand through social media.

STRATEGY:

- Refreshing Social Media
- Give maximum brand exposure
- Social media campaigns
- Consistent carefully balanced exclusive contents.

CASE STUDY NO. 02

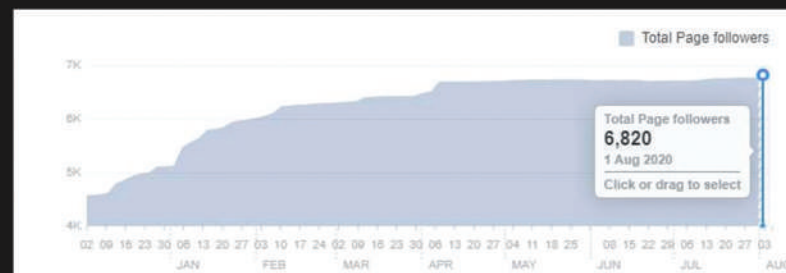
RESULTS:

AFTER 6 MONTHS OF SMM STRATEGY, CLIENT REPORTED THE FOLLOWING RESULT AS PER THEIR ORGANIC CAMPAIGN

BEFORE



AFTER



LEARNINGS:

A simple strategy to identify their brand using Facebook as a medium was a smart move. The presence on a social networking site and their ability to keep their visitors engaged gave a definite boost to its reach

CASE STUDY NO. 03

CATEGORY: FACILITIES SERVICES

LOCATION: UAE

BUSINESS BACKGROUND:

An experienced provider of commercial cleaning and janitorial services helping customers keep their buildings clean, compliant, and sustainable. Their hard and soft services encompasses.

- Power Services
- General Cleaning
- Pest control services
- Housekeeping services and much more

MARKET COMPETITORS:

Competitors include numerous strong sites and others in Dubai and Sharjah with many years of site age and a wide range of inbound links.

PROJECT GOAL:

The objective of this project is to improve the online presence and optimize digital marketing strategy to drive sales by leveraging SEO and through effective audience engagement and paid advertisement.

STRATEGY:

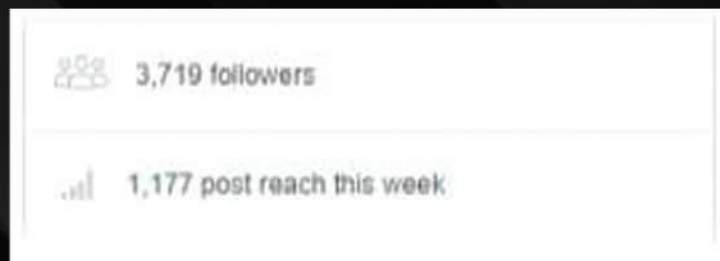
- Develop a detailed SEO Ad campaign to generate leads through SM
- Improve on-page local optimization
- Generating high-quality mentions and links
- Improve acquisition with strongest audiences
- Auditing their AdWords account to optimize existing campaign

CASE STUDY NO. 03

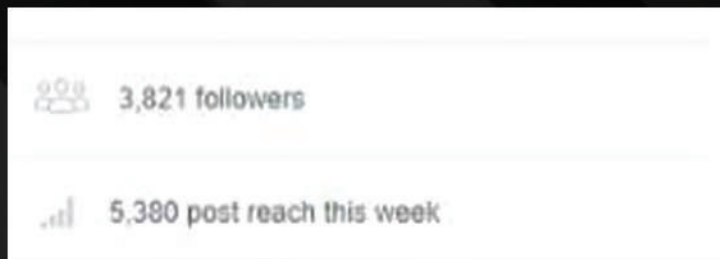
RESULTS:

AFTER 10 DAYS OF SEO STRATEGY, CLIENT REPORTED THE FOLLOWING RESULT AS PER THEIR ORGANIC CAMPAIGN

BEFORE



AFTER



LEARNINGS:

A business must use social media platform to target the right customers and showcase its uniqueness to them who will be more than happy to find all the information needed by them so easily.

PROJECTIONS

STRATEGY TWEAKS AND INITIATIVES

The next step is to decide what metrics matter to you and your brand. Below are some metrics you every one can start with:

- 1.Follower growth** – the number of people you have reached
- 2.Influencer** – the influential people in your network
- 3.Volume of posts** – the number of times you have shared content
- 4.Reach rate** – the number of users who have seen your post
- 5.Total engagement** – how much interaction each post generated
- 6.Engagement per follower** – engagement each post generated

CONCLUSION

Through this case studies we have brought to light just how important creating an efficient SEO campaign and building high-quality content for a business.

Things you have to keep in mind are

- SEO ranking and results don't happen overnight.
- It takes time, effort and exceptional strategy to make your mark.
- Do a thorough technical SEO Analysis, optimization and create a fantastic user experience for overall success.
- Increase your chance of ranking better with the use of keywords.
- This case study is a fine example of what relentless effort can bring you.

