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coursera

Google Digital Marketing & E-commerce
Specialization Course Projects

SOCIAL MEDIA

MA

MARKETING

PPC

SEO

BRANDING

E-MAIL

RAFIQ RIASAT

PORTFOLIO REPORT



**BOOST
TRAFFIC**



**BETTER
ROI**



**BRAND
VISIBILITY**



**COST
EFFECTIVE**



**WIDER
REACH**



**CONVERSION
OPTIMIZATION**

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Google Digital Marketing & E-commerce Specialization Course Projects

The projects showcased in this portfolio report are conducted as part of the specialized certification program **Google Digital Marketing & E-commerce**, a training collaboration between **Grow with Google & Coursera**.

These projects were completed in accordance with the program's learning objectives, aimed at obtaining certification. The insights, challenges, and strategies outlined here draw upon the educational resources provided by the program and cover a wide range of skills including:

- Social Media Management
- Organic & Paid Marketing
- E-commerce Management
- Customer Engagement & Loyalty
- Content Creation
- SEO (Search Engine Optimization)
- Email Marketing
- Marketing Analytics

Please click below to view the course certification.

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Lets Explore it...



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Google Digital Marketing Course Projects

BRANDS

MERSEA

CRAFTED FOR THE JOURNEY

MERSEA – Lifestyle Brand



OKABASHI – Shoe Brand

G / L / O

Name Glo – Neon Light Studio



EAT MOVE REST®

EatMoveRest – Lifestyle Coach



Studley's Houseplants – Landscape Co.

BLK & BOLD

BLK & Bold – Specialty Beverages

PRADOS

Prados Beauty – Cosmetics Brand



Wayfair LLC – Online Home Store



Kapa Nui Nails – Nail Care

T|W

THOMAS & WYNTER

T|W Tote – Online Bags Store



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MERSEA

CRAFTED FOR THE JOURNEY

Client: MERSEA - A Lifestyle Brand

Optimizing MERSEA's Customer Acquisition Journey

Overview:

In this project, I aim to optimize MERSEA's marketing funnel to enhance the online presence, attract potential customers, and foster repeat purchases. As a Lenexa, Kansas-based lifestyle brand offering clothing, accessories, and home fragrances inspired by the joy of travel and seaside escapes, MERSEA initially focused on retail partnerships, achieving a presence in over 1,200 stores. However, the founders recognized the need to bolster e-commerce sales and engage customers through an effective marketing funnel.



Client Background:

MERSEA, founded in 2013, embodies a passion for travel and tranquility, reflected in its product range. With a solid foundation in retail, MERSEA seeks to expand its online reach and cultivate lasting relationships with customers.

Project Objectives:

1. Increase online visibility and attract potential customers.
2. Convert website visitors into paying customers through targeted marketing strategies.
3. Foster customer loyalty and drive repeat purchases.
4. Optimize the marketing funnel for sustainable growth.

Project Approach:

- **Strategy Diversification:** Implement a mix of marketing channels including online paid advertising, email marketing, social media marketing, and text messaging.
- **Outsourced Expertise:** Collaborate with external marketing specialists for Google Ads management, allowing internal resources to focus on product innovation and customer experience.
- **Tailored Messaging:** Craft personalized campaigns at each stage of the marketing funnel to resonate with target audiences and drive engagement.
- **Continuous Optimization:** Monitor campaign performance, conduct A/B testing, and iterate strategies based on data insights to maximize ROI.

[Learn more >>>](#)

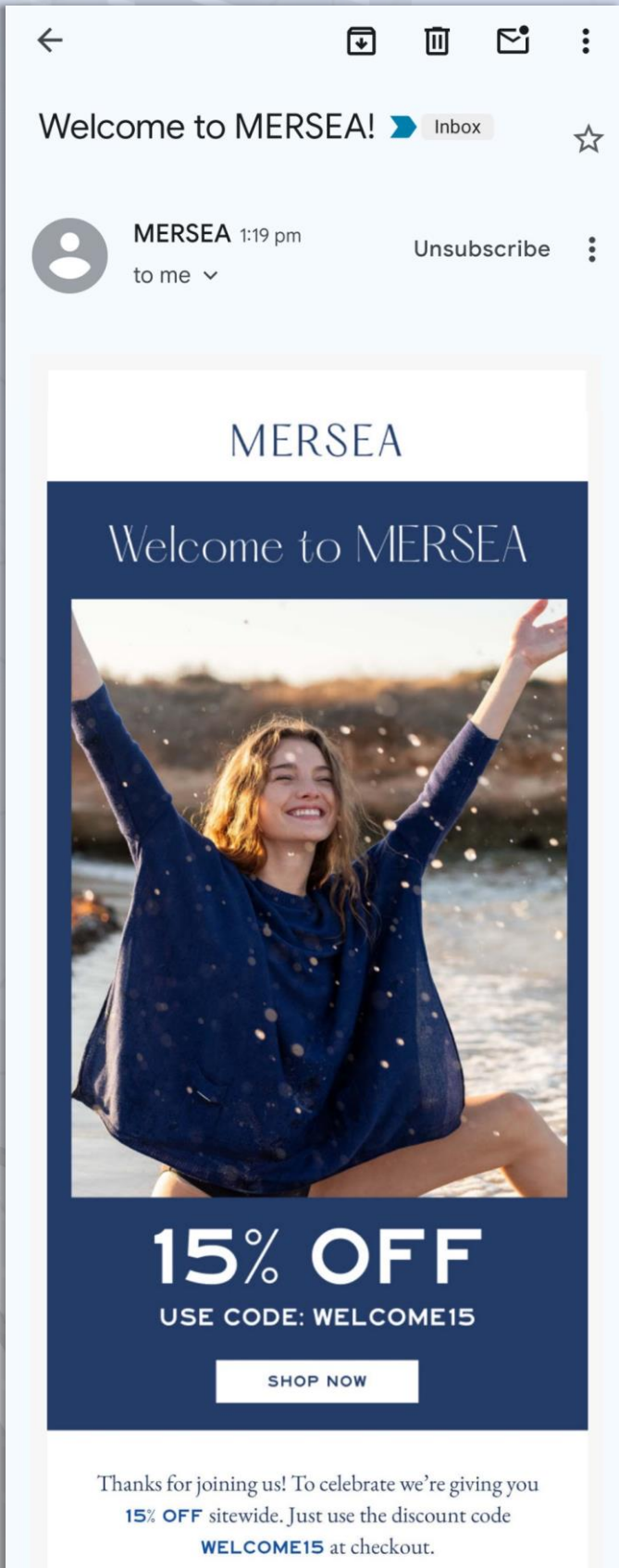
MERSEA

CRAFTED FOR THE JOURNEY

Client: MERSEA - A Lifestyle Brand

Optimizing MERSEA's Customer Acquisition Journey

Email marketing



Marketing Strategies:

- **Awareness:** Utilize Google Ads (Search and Shopping) and Facebook Ads to introduce MERSEA's brand and products to potential customers through targeted online advertising.
- **Consideration:** Implement remarketing tactics to re-engage website visitors, coupled with compelling storytelling via social media and email marketing to build interest.
- **Conversion:** Employ cart abandonment recovery emails to prompt purchase completion and enhance conversion rates.
- **Loyalty:** Nurture post-purchase relationships through personalized email recommendations and text message updates, fostering customer loyalty and encouraging repeat purchases.

Project Outcomes:

- Increased online sales from 10% to 45% with e-commerce conversion focus.
- Approximately 50% of customers are returning customers, indicative of successful loyalty-building efforts.
- Enhanced brand visibility, engagement, and revenue through a well-structured marketing funnel approach.

Explore Ad Creatives >>>

MERSEA

CRAFTED FOR THE JOURNEY

Optimizing MERSEA's Customer Acquisition Journey

Facebook Ads:

MERSEA Sponsored

Meet the Catalina Sweater. Our #1 bestselling year-round sweater that ALWAYS works in a pinch - layered or on its own.

"I got 5 compliments on it just walking into work"

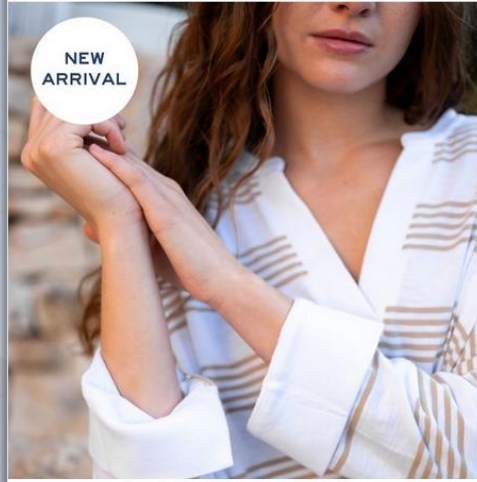


MERSEA.COM
"Hands down the BEST lightweight sweater." [Shop Now](#)

MERSEA Sponsored

Introducing The Amelia Cuff Tee - a blend of comfort and style - crafted for lounging, travel, or your 9-to-5.

NEW ARRIVAL




MERSEA.COM
Your New Uniform [Shop Now](#)

MERSEA Sponsored

Meet the Catalina Sweater. Our #1 bestselling year-round sweater that ALWAYS works in a pinch - layered or on its own.

"Wore this sweater to all my summer barbecues - it did not disappoint"



MERSEA.COM
"Hands down the BEST lightweight sweater." [Shop Now](#)

Google Ads: (Text/Image/Video)

Sponsored

MERSEA
www.mersea.com/wraps

Cozy Wraps & Ponchos - MERSEA Official Site

At MERSEA, every design is thoughtfully made so you look good and feel even better. Browse vacation-worthy women's clothing that...

[Travel Wraps](#)

[Wraps & Ponchos](#)

[Go-To Sweaters](#)


[Shop Loungewear](#)

[Best Sellers](#)

Sponsored

MERSEA
www.mersea.com/

Ada Poplin Top



MERSEA has married timeless design with incredible materials and craftsmanship.
[Travel Wraps](#) · [Hats And Scarves](#) · [Vacation Must Haves](#)



MERSEA

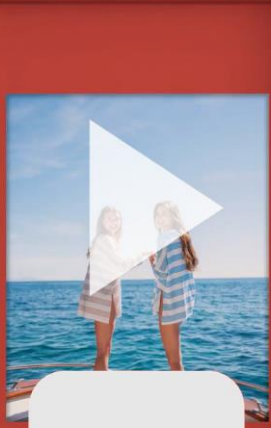
Sponsored

MERSEA
www.mersea.com/

MERSEA Official Site

Go-to smocked tees that you can wear at home, at work, or traveling the world. shop now!

Pack light, look great and make memories to last a lifetime!



MERSEA
CRAFTED FOR THE JOURNEY



Client: OKABASHI – Shoe Brand

Okabashi Digital Presence Enhancement Campaigns

Overview:

In this project, my aim is to develop and implement marketing strategies to enhance brand awareness and consideration for Okabashi, a family-owned shoe brand known for its colorful, moldable flip-flops and sandals designed for foot health. The goal was to attract new customers while reinforcing the brand's commitment to sustainability and its values.



Client Background:

Okabashi Brand was founded in 1984 and operates from Buford, Georgia, with a focus on producing sustainable footwear. Each pair of Okabashi Shoes incorporates approximately 25% recycled materials, and the company offers incentives for customers who recycle their old shoes. Okabashi's values include sustainability, local manufacturing, and being a women-owned business.

Project Objectives:

1. Develop and implement marketing strategies to enhance brand awareness and attract new customers.
2. Reinforce Okabashi's commitment to sustainability and core values.
3. Utilize various digital channels effectively to achieve marketing goals.
4. Drive growth in Okabashi's online customer base while increasing trust and credibility.

Project Challenges:

The primary challenge faced by Okabashi was reaching new customers and fostering interest among potential buyers. Despite having a loyal customer base, the company sought to expand its reach and attract fresh audiences to sustain growth.

Learn more >>>



Client: OKABASHI – Shoe Brand

Okabashi Digital Presence Enhancement Campaigns

Email marketing



Project Approach:

To address the challenge, a multifaceted approach was devised, leveraging various digital marketing channels and strategies:

Awareness Stage:

Utilized targeted Meta Ads, focusing on specific product attributes to reach potential audience. Deployed lifestyle-oriented ads on Facebook and Instagram to enhance brand visibility. Employed influencer marketing, sending personalized products to influencers aligned with Okabashi's values to reach their audiences effectively.

Consideration Stage:

Implemented remarketing tactics to keep Okabashi products top-of-mind for potential customers. Utilized email marketing campaigns, including collaborations with non-competitor brands sharing similar values, to broaden reach and credibility. Emphasized trust-building through Google Business Profile reviews and storytelling across social media and product pages.

Project Results:

The orchestrated marketing efforts helped Okabashi to witness significant growth in its online customer base and to achieve over 35 million pairs of shoe sales so far. The combination of innovative strategies, such as influencer marketing, email collaborations, and social media marketing, contributed to the success of the e-commerce store.

Explore Marketing Content >>>



Okabashi Digital Presence Enhancement Campaigns

Meta Ads (Instagram/Facebook/Messenger)

The Made in America Store
Sponsored

20% Off all Okabashi Sandals 🇺🇸

20% OFF SALE

Take 20% off our entire inventory of Okabashi Sandals!
100% made in American by Okabashi in Buford, Georgia.

MADEINAMERICASTORE.COM
20% Off all Okabashi Sandals 🇺🇸
20% off sale on USA made sandals, Okabashi

Shop now

Okabashi
Sponsored

Proud to be one of the remaining 1% of shoe manufacturers in the USA 🇺🇸

OKABASHI.COM

Shop Now

Okabashi
Sponsored
Library ID: 1469410703620494

Made in the USA 🇺🇸 BPA, Latex & Rubber-Free!
☑️ Fade & Water-Resistant

OKABASHI.COM
Splash Women's Wedge Flip Flops
Over 500,000 people have loved the Okabashi
Splash flip flops for women for their comfort...

Shop Now

Facebook & Instagram Posts

okabashishoes - Follow

okabashishoes 55w
Chill Sunday vibes 🌞
(# @emilysarmo)

lynnetslifestyle 55w
Such cute slides - Emily always looks so great
1 like Reply

trulymeganblog 55w
These look adorable on Emily!
2 likes Reply

oysterstopearls 55w
These slides look sooooo comfy
2 likes Reply

51 likes
March 12, 2023

okabashishoes - Follow
Original audio

okabashishoes 88w
We regrind your the shoes you send back for recycling and our manufacturing scraps and use the material to make new shoes. On average, our shoes contain 25% recycled materials. Pretty cool, right? #okabashi #reducereuserecycle

kwlfekw 88w
How do i send any used shoes to?
Reply
View all 1 replies

kt_tien 88w
Very cool to see!
1 like Reply

58 likes
July 29, 2022

39 likes
March 12, 2023

Okabashi
September 28, 2023

A look into the warehouse where all the shoe magic happens! Located in Buford, GA since 1988

38 likes
10 comments

Okabashi
October 18, 2023

A little Spring 2024 sneak peek - you're going to LOVE these!

114 likes
19 comments
3 shares

G/L/O

Client: Name Glo – Neon Light Studio

Name Glo's Organic Social Media Engagement Success

Overview:

Name Glo, a boutique neon light studio based in New York City, aimed to enhance its brand visibility and customer engagement through effective social media marketing strategies. My aim is to leverage Name Glo's unique products to foster organic growth in its online presence by acquiring earned media.



Client Background:

Name Glo specializes in crafting custom neon light designs for both individual and business clients. With a mission to illuminate people's lives through personalized neon creations, the company caters to diverse needs ranging from home decor to branding solutions for small businesses.

Project Objectives:

1. Increase Name Glo's brand visibility through organic social media growth.
2. Foster customer engagement and satisfaction through personalized product experiences.
3. Cultivate strategic partnerships to amplify brand reach and recognition.
4. Generate authentic brand endorsements by encouraging user-generated content sharing.

Project Challenges:

Operating as a small business, Name Glo lacked the extensive resources available to larger corporations for digital marketing endeavors. The primary challenge was to devise a strategy to acquire customer engagement without relying on paid promotions, emphasizing the need for innovative approaches to stand out in a competitive market.

Learn more >>>

G/L/O

Client: Name Glo – Neon Light Studio

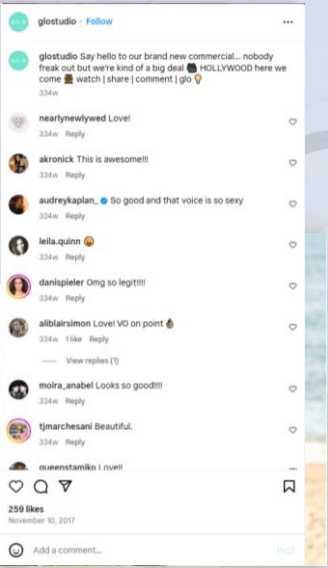
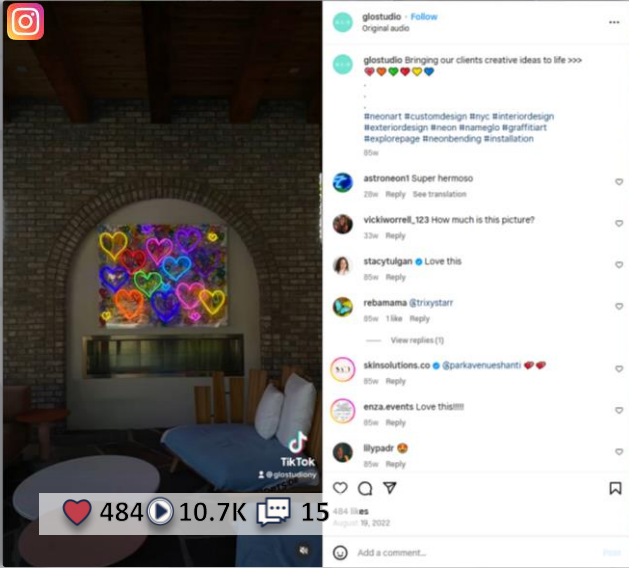
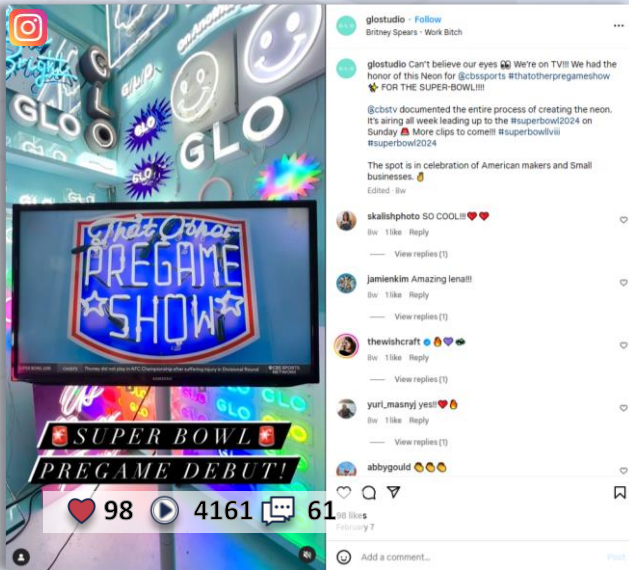
Name Glo's Organic Social Media Engagement Success

Project Approach:

To address the challenge, the focus was placed on creating products that inherently encouraged social sharing. By involving customers in every stage of the creation process, Name Glo aimed to deliver not just a product but an experience, thereby fostering a sense of ownership and pride among its clientele. This approach aimed to generate high-quality user-generated content for organic social media growth.

Project Results:

Through the implementation of the organic social media strategy, Name Glo witnessed significant conversions and a steady increase in clientele and sales. The success was attributed to the satisfaction of customers with the personalized products, leading to word-of-mouth referrals and positive brand associations.





EAT MOVE REST®

Client: EatMoveRest – Lifestyle Coach

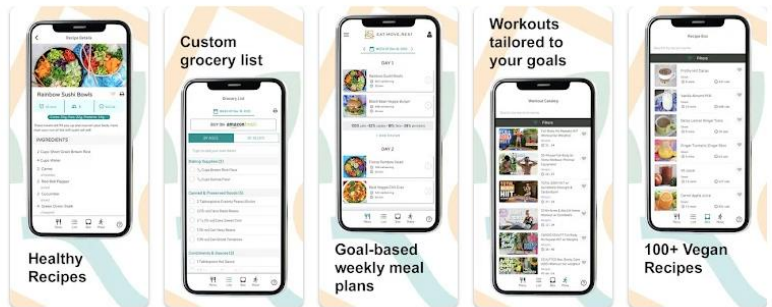
Elevating Content: EatMoveRest's Path for Enhancing Engagement

Overview:

EatMoveRest, a healthy lifestyle brand based in Omaha, Nebraska, aimed to enhance engagement by incorporating elevated content practices into their overall content strategy. The primary goal was to leverage user feedback to refine their content offerings and foster deeper engagement within their global community.



EatMoveRest Meal Planner



Client Background:

EatMoveRest advocates for healthy and sustainable living, offering vegan meal planning, plant-based recipes, expert coaching, and practical lifestyle tips through its app and social media platforms. With a focus on the fundamental pillars of eating, moving, and resting, the brand has cultivated a diverse Instagram & YouTube community united by shared health-conscious values.

Project Objectives:

1. Enhance Brand Voice Alignment: Ensure consistency in brand messaging across platforms.
2. Optimize User Engagement: Foster meaningful interactions with the online community.
3. Refine Content Strategy: Utilize social listening to inform content creation and curation.
4. Improve Product Feedback Loop: Incorporate user insights to enhance product offerings and experiences.

Project Challenges:

Managing the huge amount of user feedback on various social media platforms (because of dual accounts) was a big challenge for EatMoveRest. With comments ranging from helpful to hurtful, it was hard to quickly understand what to do with all the feedback. The main challenges included dealing with lots of comments on YouTube and Instagram, sorting through unfiltered feedback, and not being able to respond to every comment because there were so many.

Learn more >>>



Client: EatMoveRest – Lifestyle Coach

Elevating Content: EatMoveRest's Path for Enhancing Engagement

Project Approach:

To address these challenges, a strategic approach guided by best practices in social listening was adopted for EatMoveRest.

Prioritized Reviews: It was prioritized to review comments on its YouTube channel, recognizing it as a primary platform for community engagement. Focusing on YouTube comments aimed to foster a sense of belonging among subscribers and address concerns promptly.

Designated Times and Methods for Feedback: Implementing specific times and methods for feedback collection allowed the streamlining of the process and effective allocation of resources for EatMoveRest. Utilizing Instagram's Q&A feature facilitated organized feedback collection, enabling timely responses and targeted engagement.

Results Achieved:

Through diligent social listening practices, EatMoveRest gained valuable insights that informed strategic content adjustments and product improvements:

Content Optimization: User feedback on YouTube prompted EatMoveRest to refine its content strategy, reverting to the upbeat and positive style synonymous with the brand. Adjustments based on user preferences resulted in increased viewer satisfaction and engagement.

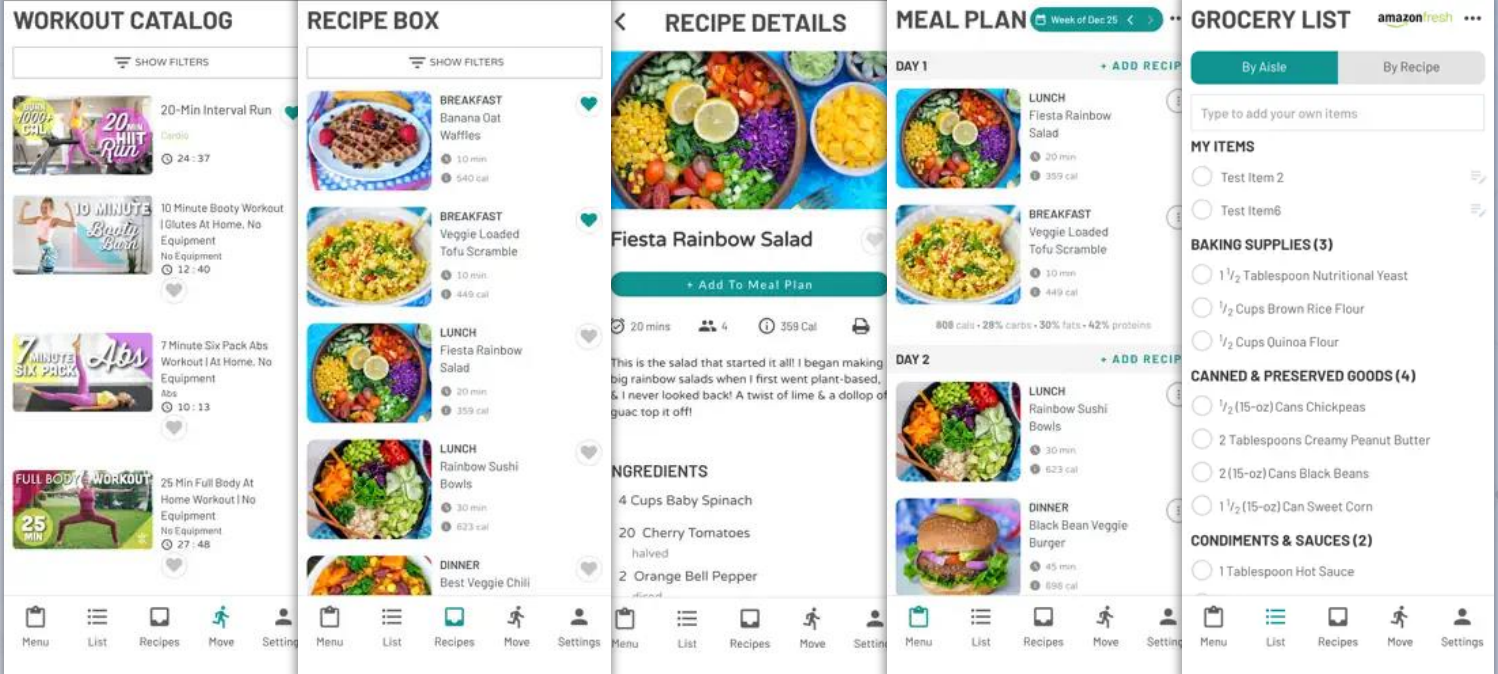
App Enhancement: Social listening revealed user expectations regarding the meal planning app, prompting EatMoveRest to update recipes more frequently to meet evolving user needs. This proactive approach to feedback integration led to enhanced user experiences and improved app functionality.



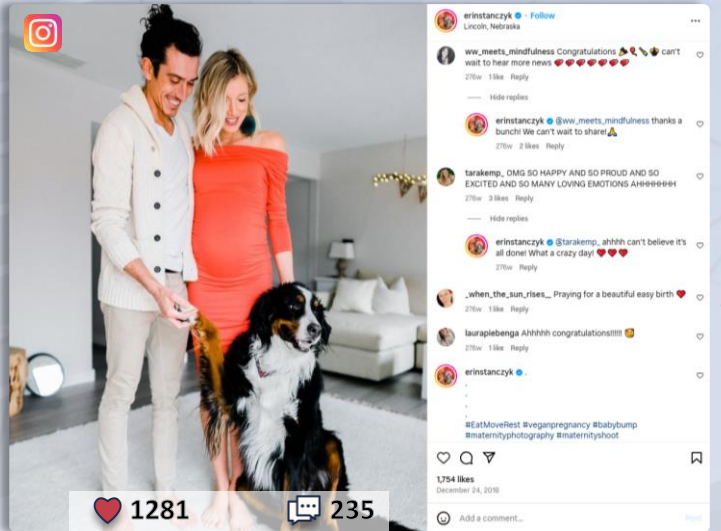


Elevating Content: EatMoveRest's Path for Enhancing Engagement

App Profile



Instagram Posts





Client: Studley's Flower Gardens – Florist | Garden Center | Landscaping

Maximizing Visibility: ROI-Driven Targeted SEM/PPC

Overview:

Studley's Flower Gardens, based in Rochester, New Hampshire, aimed to leverage Google Ads to enhance their online visibility and attract local customers to both their physical store and e-commerce website. Facing stiff competition from national flower brands in search engine results pages, Studley's recognized the need for a targeted advertising approach to effectively reach their potential customers.



Client Background:

Studley's Flower Gardens, a local florist and garden center, offers a diverse range of flowers, plants, and landscaping services. With a commitment to quality and service, Studley's has expanded to include a thriving e-commerce platform, catering to its loyal clientele. Despite its rich legacy, Studley's navigates the challenge of competing with national flower brands online. Embracing innovation, Studley's seeks to enhance its online presence and connect with customers locally and beyond.

Project Objectives:

1. Create and manage Google Ads campaigns targeting specific keywords related to Studley's Flower Gardens, including branded terms and local-specific searches.
2. Optimize ad content and targeting to maximize click-through rates and conversions.
3. Campaign optimization, adjusting bidding strategies & refining ad copy based on analytics.

Project Challenges:

- Competing with national flower brands in Google search results.
- Limited resources and expertise for search engine optimization (SEO).
- Fluctuating search rankings affecting revenue.

Learn more >>>



Client: Studley's Flower Gardens – Florist | Garden Center | Landscaping

Maximizing Visibility: ROI-Driven Targeted SEM/PPC

Project Approach:

In pursuit of Maximizing Visibility, Google Ads PPC campaigns have been implemented with a focus on precise targeting of keywords and locations. Collaboration with the marketing team facilitates the management and refinement of campaigns, alleviating the client's need to stay updated on ad platforms. Emphasis on local targeting ensures that Studley's Flower Gardens effectively reaches its ideal Rochester, New Hampshire customers. Tailored ad content showcases Studley's offerings, thereby driving both online and in-store purchases

Results Achieved:

- Increased visibility in Google search results for branded and local-specific keywords.
- Improved click-through rates and website traffic & Generated measurable ROAS.
- Enhanced brand awareness and customer engagement.
- Enabled the brand name to compete effectively with larger brands in the online space.

SEM/PPC Ads

Sponsored

Studley's Flower Gardens
https://studleys.com

Studley's Flower Gardens | Official Website
All of us at Studley Flower Gardens delight in creating ...

Send Flowers
Sympathy - Birthday - Just Because - ...

Houseplants
About Menu Toggle. FAQ - Privacy Policy - Refunds, Returns ...

Garden Center
We're careful to select high-quality seeds ideal for our ...

Flowers
Easter Bulb Planters, Pansy Pots & Glad Bulbs are ready in ...

Sympathy
Sympathy flowers are customary gesture to extend ...

Dragon Fruit Cactus

Houseplants Starting at \$5

[Shop Now >](#)

Houseplants Starting at \$5

Plants Add Charm & Interior Design. Browse Our Houseplants In Store & Online.

[Shop Now >](#)

Order By 2pm For Same Day

Our bouquets are distinctive designs – most florists sell the same bouquets from catalogs.

[Shop Now >](#)

FLOWER & PLANT THERAPY

[Shop Now >](#)

Sponsored

Studley Flower Gardens
4.7 ★★★★★
Florist

Studley's Flower Gardens
[VISIT SITE](#) · studleys.com

closer to self

From Annuals & Perennials to Shrubs & Vines - ...

Search Inventory. Save Your Favorites. And See What's...

[Learn more](#)

Life is Better With **Flowers**

[Shop Studleys.com](#)

SEND TIDINGS OF **Joy**

[Shop Studleys.com](#)

Client: BLK & Bold Specialty Beverages

Brewing Engagement with Social Media Impact

Overview:

The BLK & Bold project focuses on enhancing the brand's digital presence through strategic social media marketing. The aim is to foster social media engagement, amplify BLK & Bold's unique brand voice, and drive sales across various online platforms.



Client Background:

BLK & Bold is a pioneering coffee company founded by lifelong friends (who grew up in Gary, Indiana) and is based in Des Moines, Iowa, USA. The brand began roasting coffee in their garage, and now it has expanded into a household name, being sold in Target stores across the U.S., championing premium coffee while supporting youth programs. This project aims to further elevate BLK & Bold's impact in the digital sphere.

Project Objectives:

- Enhance BLK & Bold's brand voice to reflect their unique story, values, and mission.
- Increase engagement and sales through compelling content on Instagram, Facebook, and Twitter.
- Maintain a consistent brand voice across all platforms while tailoring content to each platform's audience and format.
- Expand BLK & Bold's presence on social media platforms to reach a broader customer base and drive brand awareness.

Project Challenges:

- Intense coffee market competition demands BLK & Bold's distinctiveness and appeal.
- Online presence optimization crucial for digitally-native BLK & Bold brand.
- Building credibility without prior industry experience poses significant challenge.
- Strategic marketing and storytelling essential for BLK & Bold's success.

Learn more >>>

Brewing Engagement with Social Media Impact

Project Approach:

Collaboration with BLK & Bold prioritized to refine brand voice, inclusivity, emphasizing authenticity, & community impact. Content strategy aligned with BLK & Bold's voice, integrating storytelling, educational content, & culturally relevant messaging. Tailored content for each platform: Instagram for visuals, Facebook for community, & Twitter for updates. Engagement tactics include UGC & paid campaigns, with continuous performance monitoring for adjustments.

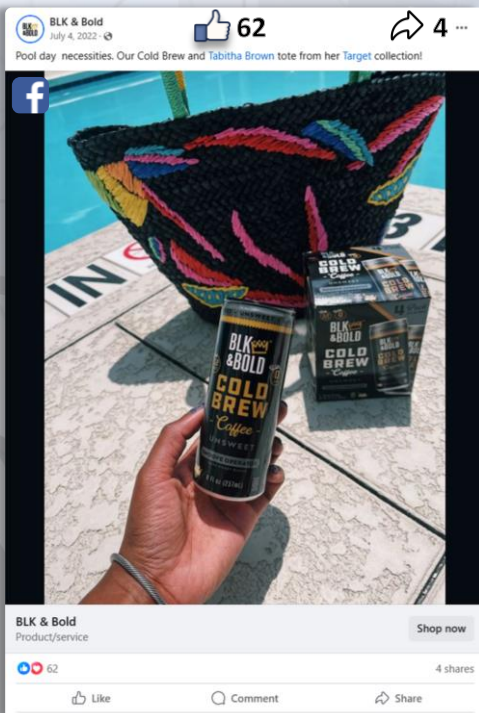
Results Achieved:

Strategic social media efforts led to heightened engagement, including increased interactions, shares, and comments. These efforts translated into enhanced brand awareness, strengthened customer loyalty, and increased sales and revenue. BLK & Bold solidified its position as a prominent figure in the industry, effectively communicating its values to a broader audience.

Facebook Posts



Meta Ads



Brewing Engagement with Social Media Impact

X / Twitter Posts

BLK & Bold Specialty Roastery @BlkandBold · Jun 11, 2022

We are excited to announce that our Smooove Operator signature coffee blend is now available as a refreshing Cold Brew! It's the same creamy, dark roast blend you've grown to love, and we cold brewed it for an "energizing", low calorie, delicious beverage on the go.



1 8 29 8

29 1 8

BLK & Bold Specialty Roastery @BlkandBold · Jun 2, 2022

WE WERE ON ELLEN!

Being on the @TheEllenShow is indescribable! We got to sit across from @DwyaneWade to talk about a business we started in our garage! If you had told us this would have happened one year ago, we would NOT have believed you!



4 11 31 11

31 4 11

BLK & Bold Specialty Roastery @BlkandBold · Aug 1, 2022

We heard you've been asking for K-Cup® pods. ••


We're so excited to announce that we have partnered with @Keurig and we're now offering K-CUP® PODS! We've gotten hundreds, if not thousands of questions about them, so we're excited to make this happen.



10 14 27 14

27 10 14

Instagram Posts



blkandbold Original audio

blkandbold 136w
It's really the coffee experience that we're here for. @espressobarred understood the assignment.

deopalvindersingh 1d from coursera!
Reply

confidentfitboss 1w
Reply

kesh.1911 3w from Coursera as well 🐝
2 likes Reply

mgmartaa99 3w

1,374 likes August 31, 2021

719 14.9K 23



blkandbold Follow

blkandbold @ivEASSEY
We've teamed up with @sumplains and @outposts to bring you all the early morning essentials you need to start the day off right. ☀️

Three lucky winners will receive a month's supply of our coffee and @outposts creamers along with our Sweet Things and Cranache Cookies.

To enter:

- 1) Follow all of us @sumplains + @blkandbold + @outposts
- 2) Tag a friend who you'd share these treats with (1 comment = 1 entry. Unlimited entries)
- 3) Like this post

You must be 18 years or older to enter. U.S. residents only. Ends on 2/27/2022 at 11:59pm CST. Winner will be chosen on each page. This giveaway is in no way affiliated with Instagram. Rules: #blkandbold

ketajunkie @keto_mandcraft 10w Reply

ketajunkie @kethouse000 10w Reply

ketajunkie @sara_goes_keto 10w Reply

ketajunkie @grfcart 10w Reply

ketajunkie @livingboldlync 10w Reply

732 likes February 23, 2022

732 1429



originalbumb and **blkandbold**

originalbumb @ivEASSEY Get energized this National Cocktail Day with this exclusive coffee cocktail kit from @originalbumb and @blkandbold! It includes everything you need to prep and serve your favorite rum and coffee recipes: a couple of BLK & Bold blends, a BLK & Bold tumbler, and a set of bamboo rum stones and rocks glasses. Enter to win by liking this post, tagging a fellow coffee lover, and following both @originalbumb and @blkandbold now through 3/26.

If you can't wait, head to www.drizzly.com and use the code **BLK&BOLDUMBU** for free local deliveries on any Bumbus product, plus get 20% off your first shipment of BLK & Bold coffee with code **BUMBU** at www.blkandbold.com.

<https://bit.ly/1muyjle>

777art 10w Reply

thattalfoodie @tdour 10w Reply

traiGencia @omahagonzalez306 10w Reply

01bevia @originalbumb message on @sunlight recordz 10w Reply

01bevia @originalbumb Promo on @sunlight recordz 10w Reply

Jeffrey @jeffrey_jg 10w Reply

shiqiqsh @shiqiqsh 10w Reply

712 likes March 24, 2022

712 53



blkandbold Follow

blkandbold Don't you hate when you're talking to someone that is super pretentious about coffee? We do too. Coffee should be FUN! One of the goals of BLK & Bold is to demystify the coffee experience while still providing you with delicious coffee you can make at home. Whether you enjoy your coffee black, with all the cream and sugar you can stand, decaf, latte, or a good shot of espresso, there is no wrong or right way to enjoy coffee.

What's your favorite way to enjoy your coffee? Let us know in the comments!

ndc.317 No Days Off 10w Reply

MtFarlandEventDesign Congrats on this business venture 🙌🙌 17w Reply

Jckew Just grabbed be a bag! Glad to support! 10w Reply

krysnathdickies Double shot of espresso for me, straight up ☺️ 10w Reply

spicagatiki Vanilla almond creamer, honey and cinnamon ☺️ 10w Reply

ibingbing White a coffee black kind of company 🤔 10w Reply

superkarul I like my coffee strong with brown sugar and whipped cream 10w Reply

174 likes May 19, 2022

174 18

PRADOS

Client: Prados Beauty – Cosmetics Brand

Crafting Digital Communities: Prados Beauty's Social Media Impact & Vision

Overview:

Prados Beauty, a beauty products company based in Las Cruces, New Mexico, is dedicated to uplifting the indigenous community through its brand. The task involves implementing digital marketing strategies to promote the Indigenous Marketplace, where indigenous artisans can sell their products and gain fair profits.



Client Background:

Prados Beauty was founded by an entrepreneur of indigenous descent, with a vision to raise awareness of indigenous stories, resilience, and beauty. The company operates both as a brick-and-mortar store and an online retail store, focusing on inclusivity and economic opportunities for the indigenous community.

Project Objectives:

Increase visibility and sales opportunities to promote indigenous artisans by showcasing their products in the Indigenous Marketplace and implementing social media marketing strategies to benefit both Prados Beauty and the indigenous artisans, ensuring they receive fair profits from their creations. Additionally, create economic opportunities by supporting them in launching their own direct-to-customer sales channels.

Project Challenges:

The project aims to disrupt the trend of indigenous artisans not receiving fair profits, challenging industry norms. Gaining visibility in a competitive marketplace requires effective marketing. Empowering artisans to launch their own direct-to-customer sales channels involves overcoming barriers such as access to technology, marketing knowledge, and financial resources. Sustaining long-term growth while balancing immediate sales goals and available resources is crucial.

Learn more >>>

PRADOS

RAFIQ RIASAT

Crafting Digital Communities: Prados Beauty's Social Media Impact & Vision

Project Approach:

Incorporate multi-channel marketing using social media platforms. Create visually appealing content, optimize keywords and hashtags. Collaborate with artisans, allocate ad spend where needed, and manage emails. Rearrange products for visibility, and enhance social media engagement with relevant keywords and hashtags.

Results Achieved:

The marketing campaign had a significant impact, such as for a pair of beaded earrings from an artisan, resulting in a sell-out within two hours, surpassing the initial goal of selling out in one day. Increased engagement and sales benefited both Prados Beauty and artisans. By leveraging storytelling and inclusivity in branding, Prados Beauty continues to make a positive impact on indigenous entrepreneurship and economic empowerment.

Facebook Posts

pradosbeauty
January 17, 2023 · 1K likes · 28 comments · 118 shares

ECHO Marvel is here to amplify Indigenous and Native resilience, culture and representation on film! A historical first with cast, crew and cultural curators from various Native and Indigenous Nations

Our hearts are so full and we are thankful for the opportunity to be asked to provide Prados Beauty cosmetics for the show

We wanna celebrate @thebread Peshawn was the culture curator on the show and brought everything magical and accurate to ECHO's breathtaking ... See more

1K likes · 28 comments · 118 shares

pradosbeauty
March 23, 2023 · 140 likes · 4 comments · 20 shares

Lakisha Custer-Sewap
March 21, 2023 · 140 likes · 4 comments · 20 shares

Native Patterns as eyeshadow>>>
Tutorial on my instagram, <https://www.instagram.com/nithaomalakisha/?hl=en>

140 likes · 4 comments · 20 shares

pradosbeauty
July 4, 2023 · 41 likes · 3 comments · 5 shares

Beyond proud and excited for this launch! Terrell2Spirit has been apart of the pradosbeauty PR team since day 1! To watch indigenous creatives take their talents to the next level, and create their own beauty brands and businesses, is what it's all about folks! This brings us so much pride and happiness! Forever saying and living out the words "community over competition". Please go follow and support 2SpiritBeauty! Shop shop shop at www.2SpiritBeauty.com

Terrell2Spirit
Artist

Terrell2Spirit
July 3, 2023 · 41 likes · 3 comments · 5 shares

2SPIRIT BEAUTY IS HERE

I am beyond thrilled to share with you the launch of my own beauty brand, 2SPIRIT BEAUTY! A brand that is close to my heart and a ... See more

41 likes · 3 comments · 5 shares

pradosbeauty is at Coronado Mall 6600 Menaul Blvd NE
February 17, 2023 · South Valley, NM, United States · 90 likes · 13 comments · 13 shares

Get ready Albuquerque!! Come join us at @jcpenny for the ultimate @thirteenlune launch party tomorrow, February 17! We hope to see you all there!

90 likes · 13 comments · 13 shares

#pradosbeauty #pradosbaddie #lascrucesnm #newmexico #Albuquerque #chingona #xicana #indigena #indigenous #beautyaddict #beautycommunity #makeup #launchday #thirteenlune #jcpenny

THIRTEENLUNE X JCPENNEY X PRADOS BEAUTY
10:00 AM
Albuquerque JCPenney
6600 Menaul Blvd NE Suite 3000

90 likes · 13 comments · 13 shares

pradosbeauty
October 5, 2023 · 129 likes · 11 comments · 35 shares

One day more! October 6th, mark your calendars for this iconic makeup collab with the amazing @laurengoodday

We're beyond excited to share the final reveal tomorrow at the black hills powwow here in South Dakota

The collection will be available online at 9AM MST
Prad... See more

129 likes · 11 comments · 35 shares

pradosbeauty
June 14, 2023 · 44 likes · 2 comments · 8 shares

We are so honored to share this First Nations Baddie's makeup look created by the talented @nithaomalakisha using our 2.0 eyeshadow palette. This look is more than just a makeup look, she has a very powerful story behind it as well. And as your grandmother said: YOU ARE AN ARTIST! Lakisha Custer-Sewap

44 likes · 2 comments · 8 shares

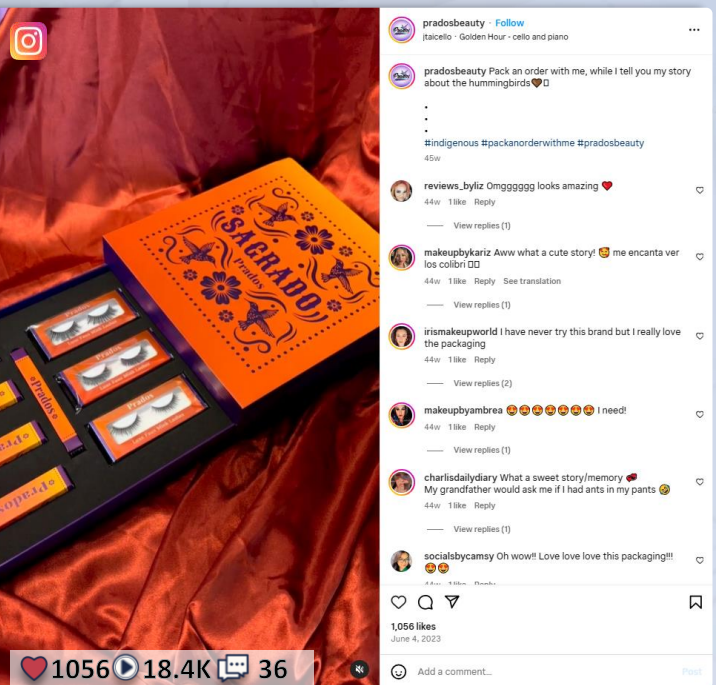
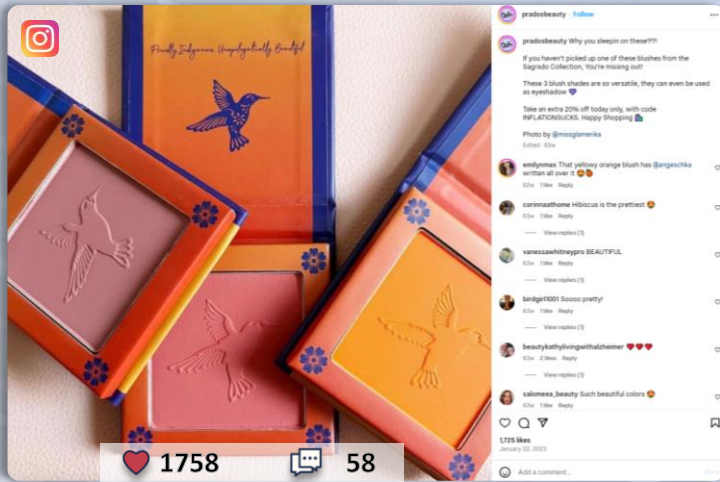
Explore more >>>

PRADOS

RAFIQ RIASAT

Crafting Digital Communities: Prados Beauty's Social Media Impact & Vision

Instagram Posts



E-mail Marketing

Google Ads (For Artisans)

PRADOS

Unleash Your Creative Power: Amplify Your Artistry and Business
 Ever wondered how to elevate your craft and business to new heights?

Lets Grow Together!

Unleash your creative power with Prados Beauty! Ever wondered how to elevate your craft and business to new heights? Our platform empowers indigenous artisans like you to amplify your artistry and expand your business globally.

Join us and showcase your creations to a wider audience through our **Indigenous Marketplace**. Benefit from increased visibility, sales opportunities, and support in marketing strategies. Let us help you turn your passion into profit and make a lasting impact on indigenous entrepreneurship.

Don't let your talent go unnoticed. Take the first step towards success with Prados Beauty today!

Prados Beauty Team

See What's Hot This Summer!

Earrings in every color, in every style is here!

Beaded Hoop Earrings

Shop now

Client: T|W Tote – Online Bags Store

Enhancing Brand Visibility and Optimizing Engagement

Overview:

TW Tote, an online retail company specializing in stylish and professional lunch bags, sought to revamp its website to enhance customer engagement and brand experience. The project goal is aimed to design and implement strategic improvements to attract a wider audience while maintaining brand's core values & identity along with maintain a consistent presence and effectively target office-goers audience, TW Tote's sought a tailored solution.



Client Background:

The founders of TW Tote identified a gap in the market for fashionable lunch bags that complemented professional attire. Established in 2018, the company initially targeted office-goers but pivoted its marketing approach during the COVID-19 pandemic to broaden its customer base. The company's commitment to sustainability and inclusivity reflects its core values.

Project Objectives:

The project objectives aimed to enhance the TW Tote website to attract and engage customers effectively and to reach a wider audience while maintaining its core values and identity. This involved designing a visually appealing and user-friendly layout, conveying the brand's values clearly. Additionally, optimizing Google Ads campaigns and ad content aimed to maximize click-through rates, conversions, and campaign effectiveness.

Project Challenges:

The challenges involve balancing target audience appeal while reaching a broader demographic and effectively conveying brand values on the website. Fluctuating search rankings also impact revenue. Strategic decisions in design are crucial to address these challenges and maintain a cohesive brand experience.

Learn more >>>

T|W TOTE

THOMAS & WYNTER

RAFIQ RIASAT

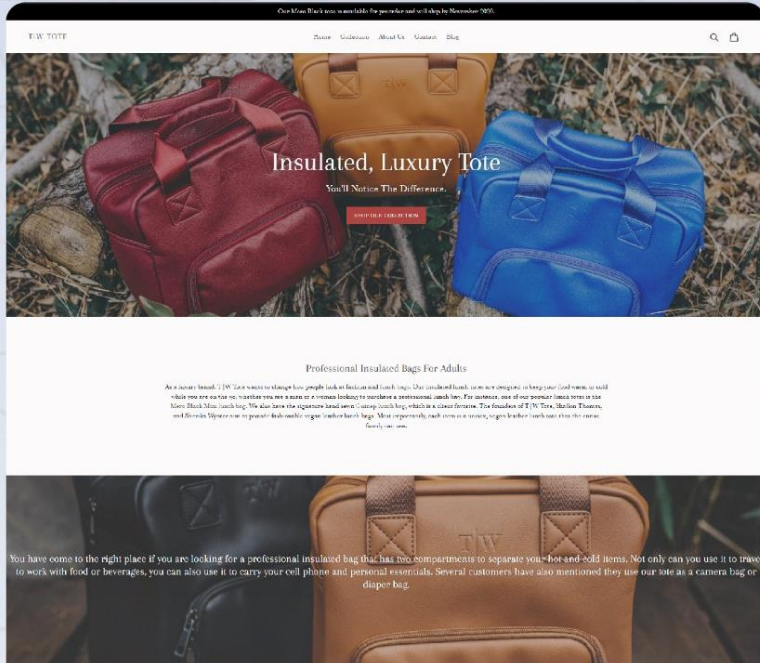
Enhancing Brand Visibility and Optimizing Engagement

Project Approach:

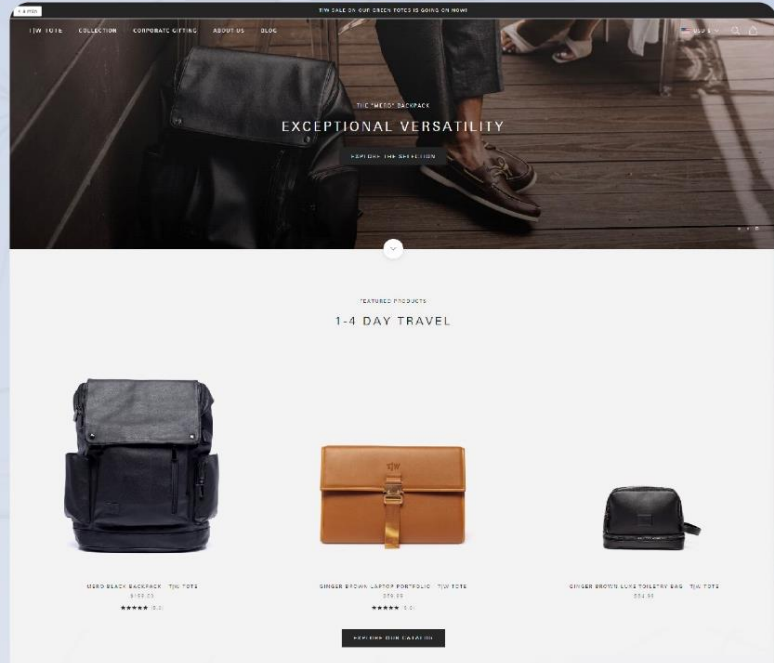
To address the challenges, the project approach involved designing a website with a visual design and layout. A website theme with neutral colors was selected to attract the core demographic, supplemented by Google search campaigns and Ads remarketing. The website is complemented by high-quality photography showcasing diverse models and a simple layout for easy navigation. In content strategy, a blog section was established featuring articles on fashion tips, company updates, and social causes.

Google Ads campaigns targeted brand-related keywords and local-specific searches, optimizing ad content and targeting to maximize engagement. Additionally, targeted campaigns were implemented by bidding on relevant keywords, effectively targeting audiences like office-goers and travelers, ensuring the brand maintained visibility and effectively engaged with its local customer base.

Previous Version



Enhanced Version



BLOG POSTS



ARE BIG BUSINESSES JUST CHECKING THE BOX WITH BLACK OWNED BUSINESSES & MINORITY SUPPLIERS?

Are Big Businesses Just Checking The Box With Black Owned Businesses & Minority Suppliers? Let's Be Frank, as a certified minority owned business, we regularly encounter large corporations that...

Read more



CAN YOU CHECK A DUFFEL BAG? TIPS AND TRICKS FOR SAVVY TRAVELERS | T|W TOTE

Are you wondering if you can fit a duffel bag when traveling? Look no further! Discover the tips & tricks savvy travelers use to make their journey stress-free with the help of T|W Tote.

Read more



IT'S (OFFICIALLY) BLACK HISTORY MONTH!

February is kind of a big deal around here. It's the month the rest of the country celebrates Black History, a time with us here at T|W Tote as a company truly do celebrate Black History all year!

Read more

LOOKING FOR THE PERFECT TRAVEL BAG? IDEAL WEEKEND AWAY



USED BLACK BACKPACK - T|W TOTE

★★★★★ 5.0



SHOULDER STRAP LADY'S TOLLEY BAG - T|W TOTE

★★★★★ 5.0



MINI BLACK LADY'S TOLLEY BAG - T|W TOTE

★★★★★ 5.0

Shop Now Our Catalog

lifestyle

PR

International Business Times

Explore more >>>

T|W TOTE

THOMAS & WYNTER

Enhancing Brand Visibility and Optimizing Engagement

RAFIQ RIASAT

Search Ads

Sponsored

twtote.com
https://www.twtote.com

TW Tote Official Site Shop Now | A luxury lunch tote

As a luxury brand, **TW Tote** wants to change how people view fashion and sustainability. Insulated lunch bags are designed to keep your food warm or cold while you are on the go. 24/7 Customer Support. Top Quality Items. Secure Payment. Money Back Guarantee.
[Contact Form](#) · [All Collections](#) · [Our Collections](#) · [Corporate Gifting](#)

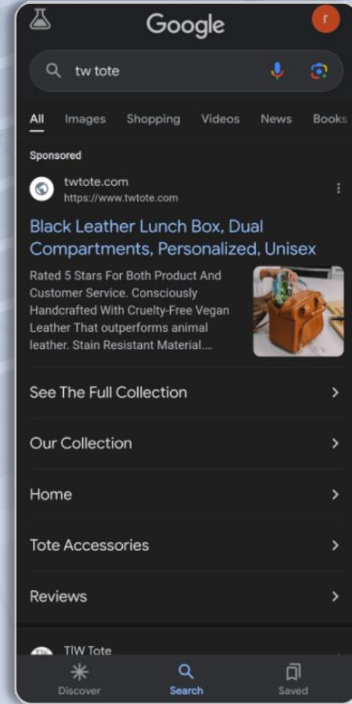
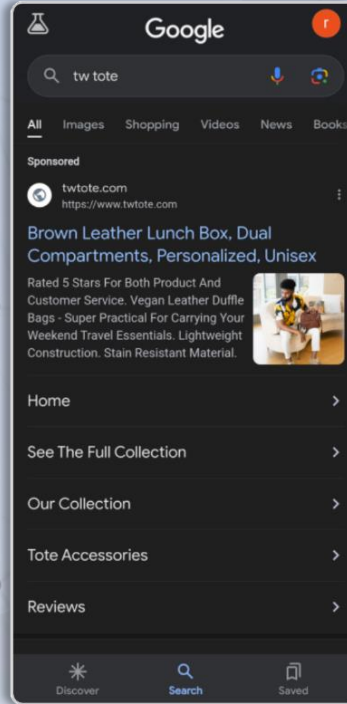


Image Ads



**T|W Tote
Luxury Lunch Bag**

As Low as
\$64.99
~~\$84.99~~

[Shop Now >](#)



T|W TOTE

Luxury Lunch Bag

Keep Your Food
Warm Or Cold

[Visit Website>](#)



Keep Your Food Warm Or Cold. Rated 5 Stars For Both Product And Customer Service.

Ad • TW Tote

Remarketing Ads



TW TW Tote. Shop Our Collection
TW Tote



TW Insulated Lunch Bags
TW Tote



TW TW Tote. Shop Our Collection
TW Tote



Keep Your Food Warm Or Cold

Rated 5 Stars For Both Product
And Customer Service.

[Visit site](#)



Insulated Lunch Bags

Rated 5 Stars For Both Product
And Customer Service.

[Visit site](#)



Premium Bags

Handcrafted Bags That Turn
Heads

[Shop now](#)

Client: Wayfair LLC – Online Home Store

Wayfair's Growth through personalized Email Marketing Strategy

Overview:

Wayfair, a leading e-commerce home retailer, sought to enhance its email marketing strategy to drive sales, foster customer loyalty, and deliver personalized experiences to its diverse customer base. The objective was to optimize email campaigns to cater to customers at various stages of their shopping journey, thereby increasing engagement and conversions.



Client Background:

Wayfair was founded in 2002 with the vision of offering customers an extensive selection of home products through an online platform, exceeding what could be accommodated in a traditional brick-and-mortar store. Over the years, Wayfair has evolved into one of the world's largest home retailers, aiming to help customers create spaces that reflect their unique styles and preferences.

Project Objectives:

The project aims to enhance Wayfair's email marketing strategy by optimizing campaigns to cater to customers at different stages of their shopping journey, thus increasing engagement and conversions. This involves tailoring content based on customer behavior and preferences, testing various approaches to improve personalization and product recommendations, and ensuring a smooth checkout and delivery process to enhance overall customer satisfaction and retention.

Project Challenges:

Wayfair identified email marketing as a pivotal driver for growth, being the company's second largest marketing channel alongside paid and social media marketing. However, the challenge lay in delivering personalized content tailored to individual customers' needs and stages within the marketing funnel. The goal was to provide relevant content at the right time to enhance customer engagement and loyalty.

Learn more >>>

Wayfair's Growth through personalized Email Marketing Strategy

Project Approach:

The project approach involved customizing email strategies tailored to customers' shopping journeys: showcasing viewed products for recent visitors on the landing page, featuring related items for recent purchasers, and re-engaging inactive customers with inspirational content. Implementation utilized machine learning for personalized campaigns, optimized subject lines, emphasized promotions, & enhanced checkout & delivery processes to improve user experiences.

Project Results:

The personalized email marketing approach yielded significant results:

- Successful personalization of product recommendations based on recent customer interactions.
- Subject lines closely matched email content, resulting in higher open rates.
- Smooth checkout and delivery processes contributed to increased customer satisfaction and retention.
- Discount offers in follow-up emails led to a high percentage of returning customers.

E-mail Preview



SHOP SALE | FURNITURE | OUTDOOR | KITCHEN | LIGHTING | NEW ARRIVALS



Discover Unbeatable Black Friday Deals: Up to 80% Off!

Get ready to transform your home with our exclusive Black Friday deals! Enjoy savings of up to 80% on thousands of products, from stylish furniture to trendy decor. It's the sale of the season, and you won't want to miss out!

Start shopping now and make your home feel even more like home with Wayfair.



Ameliarae 4 Upholstered Sectional

Casual comfort meets versatility with this 4-piece sleeper sectional. Linen blend upholstery, plush cushions, and under-seat storage offer style and functionality. Easily transform it into a sleeping area.

SHOP NOW

Agisilaos 3 Living Room Set

The sofa set: 3-seater sofa, loveseat, chair, inspired by classic Chesterfield. Deep button tufting, rolled arms, nail head accents. Solid wood frame, premium upholstery for durability. Elegant wood legs.

SHOP NOW



Macsen 2 Standard Living Room Set

Experience modern design with mid-century influence in this set, perfect for your living room. Includes loveseat and sofa on subtly tapered legs, velvet upholstery for classic appeal. Enjoy comfort with foam fill and coil springs in removable cushions.

SHOP NOW

Discover more...



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Click here to refine your email experience.

Wayfair Inc., 4 Copley Place, Floor 7, Boston, MA 02116

Explore more >>>

Wayfair's Growth through personalized Email Marketing Strategy

E-mail Preview

wayfair

SHOP SALE | FURNITURE | OUTDOOR | KITCHEN | LIGHTING | NEW ARRIVALS

up to 70% OFF

CYBER WEEK
EXTENDED FREE SHIPPING*

Its Cyber Week Offers: Up to 70% Off + FREE Shipping*

There's still time to score amazing deals during our extended Cyber Week event! Enjoy up to 70% off on a wide range of products, from furniture to decor. Plus, we've extended FREE shipping on select items to help you save even more.

[Shop now](#) and add a touch of style to every corner of your home!

Ashur 3 Living Room Set

Refresh your living room set with this timeless and a budget-friendly set, featuring a classic sofa, loveseat, and ottoman. Solid fabric and upholstery, with thick cushions and sturdy legs, ensure comfort and durability.

[SHOP NOW](#)

Ariane 6 Dining Set

This dining set includes a table and matching chairs, featuring a solid engineered wood table with a rustic finish. The table, chairs, and chairs are supported by four tapered legs. Ariane chairs offer comfort with cross-backs and light-colored seats.

[SHOP NOW](#)

Bloneva Metal Open Frame Bed

This modern platform bed features a clean, metal frame with a rustic finish. The bed is supported by four tapered legs and is perfect for a living room or bedroom.

[SHOP NOW](#)

[Discover more...](#)

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SHOP SALE | FURNITURE | OUTDOOR | KITCHEN | LIGHTING | NEW ARRIVALS

Dining Sale
Gather-worthy deals.

up to 60% OFF

Elevate Your Dining Experience: Up to 60% Off Dining Sale!

Upgrade your dining space with our Gather-worthy deals! From elegant dining sets to rustic accessories, we've got everything you need to host unforgettable meals with family and friends. Enjoy savings of up to 60% on select items.

[Shop now](#) and create memorable moments around the table with Wayfair!

Edzard Chrome & White High-Gloss Dining Table Set with 6 Luxury Faux Leather Dining Chairs

Upgrade your dining set with a high-gloss chrome table with a chrome base and a matching set of chairs. The chrome finish ensures durability and a modern look. The faux leather chairs feature a classic design and are perfect for your dining room.

[SHOP NOW](#)

Renick 7 Light Wood Dining Set

Upgrade your dining set with a light wood dining table and chairs. The table is supported by four tapered legs and is perfect for your dining room. The chairs are made of solid wood and are perfect for your dining room.

[SHOP NOW](#)

Scarlett 5 Solid Wood Dining Set

Upgrade your dining set with a solid wood dining table and chairs. The table is supported by four tapered legs and is perfect for your dining room. The chairs are made of solid wood and are perfect for your dining room.

[SHOP NOW](#)

[Discover more...](#)

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Easy, on-budget finds for packing away the season.

Post-Holiday Storage Solutions

Easy Storage Solutions: Post-Holiday Deals on Storage Boxes!

Try us and discover with our post-holiday storage solutions! From organizing your decorations to packing away seasonal items, our storage boxes make it easy to keep your home neat and organized. Plus, find budget-friendly finds to suit every need.

[Shop now](#) and start the new year off on the right foot with Wayfair!

Cubicals Fabric Bin

Classic fabric cube storage bins are a convenient storage option, perfect for organizing toys, books, linens, and more. They come in various colors and sizes, and are perfect for your living room, bedroom, or office.

[SHOP NOW](#)

Foldable Closet Organizers Storage Bins

Clear window design and two-way zippers offer easy access from either angle. Features heavy-duty fabric, sturdy handles, and a foldable design. Perfect for your closet, bedroom, or office.

[SHOP NOW](#)

Fabric Box Large Storage Bin with Lid

Save additional space, tucked into the corner of your room. Perfect for your living room, bedroom, or office. Features a sturdy fabric construction and a foldable design.

[SHOP NOW](#)

[Discover more...](#)

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SHOP SALE | FURNITURE | OUTDOOR | KITCHEN | LIGHTING | NEW ARRIVALS

up to 50% OFF

The Big Outdoor Sale

Create Your Outdoor Oasis: Up to 50% Off The Big Sale!

Turn your outdoor space into a personal retreat with our Big Outdoor Sale. From cozy patio furniture to stylish decor, we've got everything you need to enjoy the great outdoors in style. Save up to 50% on top-quality products to make the most of every moment outdoors.

[Shop now](#) and embrace outdoor living with Wayfair!

Asherton 2 Square Outdoor Dining Set

Make your Garden Dining Chair durable from high-quality outdoor fabric, made from 100% polyester for easy care and maintenance. The table and chairs are made from durable metal frames. Transform your garden into a personal retreat.

[SHOP NOW](#)

Outdoor Sofa Seating Stylish Outdoor Comfort, Easy Assembly

Includes a solid metal frame and high-quality outdoor fabric. The sofa is supported by four tapered legs and is perfect for your outdoor space. Easy assembly, perfect for your outdoor space.

[SHOP NOW](#)

Swing Chair Single Person - Stands Included

Comfortable outdoor seating with our Swing Chair. The chair is supported by a sturdy metal frame and is perfect for your outdoor space. Includes a stand for easy assembly.

[SHOP NOW](#)

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SHOP SALE | FURNITURE | OUTDOOR | KITCHEN | LIGHTING | NEW ARRIVALS

up to 50% OFF

The BIG Outdoor Sale

Top picks for BBQs, block parties, and beyond.

Create Your Outdoor Oasis: Up to 50% Off The Big Sale!

Get up for BBQ season with our top picks for outdoor entertaining! From grills to patio furniture, we've got everything you need to host the ultimate block party. Enjoy up to 50% off on BBQ essentials and make this summer one to remember.

[Shop now](#) and get ready to celebrate in style with Wayfair!

Nexgrill 3 Burner Liquid Propane Gas Grill

Upgrade your backyard to the next level with the Nexgrill 3 Burner Liquid Propane Gas Grill. This grill features a stainless steel construction and is perfect for your backyard.

[SHOP NOW](#)

Mitchell 4 Outdoor Seating with Cushions

This classic outdoor sofa set offers comfort and style for your outdoor space. The sofa is supported by a sturdy metal frame and is perfect for your outdoor space.

[SHOP NOW](#)

Caston Wicker Chaise Lounge Set

Enhance your outdoor space with the Caston Wicker Chaise Lounge Set. This set is perfect for your outdoor space and is perfect for your outdoor space.

[SHOP NOW](#)

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SHOP SALE | FURNITURE | OUTDOOR | KITCHEN | LIGHTING | NEW ARRIVALS

BACK TO SCHOOL ESSENTIALS

DON'T MISS THE SALE

Gear Up for School: Back to School Essentials!

Get your little ones ready for the school year with our Back to School Essentials! From stylish homework stations to functional storage solutions, we've got everything you need to create the perfect study space at home.

[Shop now](#) and make this school year a success with Wayfair!

Thure Art Desk

Upgrade your desk with the Thure Art Desk. This desk is perfect for your art studio and is perfect for your art studio.

[SHOP NOW](#)

Thure Kid Storage Bench & Coat Rack

Including an included shelf, this storage bench is perfect for your child's room. The bench is supported by four tapered legs and is perfect for your child's room.

[SHOP NOW](#)

Beecher Wall 3 Hook Wall Mounted Coat Rack

This wall-mounted coat rack is perfect for your entryway. The rack is supported by a sturdy metal frame and is perfect for your entryway.

[SHOP NOW](#)

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SHOP SALE | FURNITURE | OUTDOOR | KITCHEN | LIGHTING | NEW ARRIVALS

Furniture Sale
Gather-Ready Offers

5 Member Exclusive Deals of the Day

Transform Your Living Room: Discover Stylish Decor!

Enlarge your living space with our Living Room Decorating essentials! From cozy sofas to elegant fireplace inserts, we've got everything you need to create a space you'll love coming home to.

[Shop now](#) and add a touch of style to your living room with Wayfair!

Brandt 2 Upholstered Sectional

Our classic sectional sofa offers style and comfort for your living room. The sofa is supported by a sturdy metal frame and is perfect for your living room.

[SHOP NOW](#)

Medina 84" Velvet Sofa

Including an included shelf, this velvet sofa is perfect for your living room. The sofa is supported by a sturdy metal frame and is perfect for your living room.

[SHOP NOW](#)

Lashaunta 3 Velvet Living Room Set

Including an included shelf, this velvet living room set is perfect for your living room. The set is supported by a sturdy metal frame and is perfect for your living room.

[SHOP NOW](#)

[Discover more...](#)

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SHOP SALE | FURNITURE | OUTDOOR | KITCHEN | LIGHTING | NEW ARRIVALS

October 7-11 5 DAYS OF DEALS

80% OFF

Unveil Your Perfect Living Room: Don't Miss Big Savings!

Transform your living space with our exclusive deals on stylish living room essentials! From cozy sofas to elegant decor, we've got everything you need to create a space you'll love coming home to.

[Shop now](#) and create your dream living room with Wayfair!

Carpenteria 58 Media Console

This classic media console is perfect for your living room. The console is supported by a sturdy metal frame and is perfect for your living room.

[SHOP NOW](#)

Agisilaos 3 Living Room Set

Including an included shelf, this living room set is perfect for your living room. The set is supported by a sturdy metal frame and is perfect for your living room.

[SHOP NOW](#)

Brandt 2 Upholstered Sectional

Our classic sectional sofa offers style and comfort for your living room. The sofa is supported by a sturdy metal frame and is perfect for your living room.

[SHOP NOW](#)

[Discover more...](#)

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Client: Kapa Nui Nails – Nail Care

Nurturing Engagement: Transforming Market Presence

Overview:

In this project, I aim to optimize Kapa Nui Nails' marketing strategy within a limited budget, focusing on maximizing return-on-investment (ROI) and minimizing cost-per-click (CPC). The primary challenge is to create successful ad campaigns despite budget constraints, ensuring efficient allocation of marketing funds.



Client Background:

Kapa Nui Nails, founded by two owners, offers 100% fume-free, toxin-free, and odor-free, vegan and cruelty-free nail polish. Their mission revolves around providing safe and environmentally friendly nail products, driven by their background in the medical field and concern for the negative effects of toxic nail polishes.

Project Objectives:

The project objective is to maximize the reach and impact of the brand by strategically allocating and optimizing our marketing budget. With a keen focus on ROI and CPC optimization, I aim to ensure the maximization of ROI. The strategy involves enhancing brand visibility through increased awareness and understanding of our non-toxic products, captivating our target audience through engaging content, and ultimately driving sales through targeted Google and Facebook ads, as well as email marketing campaigns. Along with this, monitor and analyze campaign performance to improve our marketing efforts, increasing website traffic and conversion rates.

Project Challenges:

The project confronts challenges in navigating the complex beauty industry by the complex beauty industry with limited digital marketing experience, managing multiple roles in a small team, optimizing budget allocation, overcoming competition, and educating consumers about non-toxic nail products. It also faces hurdles in maintaining audience engagement, adapting strategies for diverse age groups, analyzing complex data, staying updated on digital trends, and building brand loyalty in a competitive market.

Learn more >>>

Nurturing Engagement: Transforming Market Presence

Email marketing

Aloha and E Komo Mai 🌺 Inbox ☆

Kapa Nui Nails 1:19 pm
to me ▾



Unlock Healthy & Beautiful Nails with Kapa Nui



Aloha ,

Mahalo for j

At Kapa Nui, polishes have environment. care system. We want you without comp

Check out th our game-ch system and p you have any

With Aloha,







Dr. Lyn Lam e Nui Nails)



Watch Application Video

Watch Remover Video

SHOP OUR EXCLUSIVE COLLECTIONS

 Non-Toxic Nail Polish Remover \$11.00 Shop Now	 Base & Top Coat Sealer \$14.00 Shop Now	 Nail Repair & Strengtheners \$20.00 Shop Now
 Shine Finish Coat \$13.00 Shop Now	 100% Organic Cuticle Oil by Kapa Nui \$12.50 Shop Now	 Coconut - Non Toxic Nail Polish \$11.00 Shop Now



No longer want to receive these emails? [Unsubscribe](#)
Kapa Nui PO Box 7109 Kamuela, Hawaii 96743

Project Approach:

The project approach involves leveraging targeted Google and Facebook ads to engage the desired audience, complemented by robust email marketing strategies aimed at directing traffic to the website. Keyword research using Google Analytics informs campaign optimization, while social media marketing is given priority alongside other avenues. Ads testing method is employed to identify the most effective marketing strategies, with campaign performance tracked and insights gained through Google Analytics.

Results Achieved:

The strategic marketing optimizations led to the brand's heightened visibility and recognition, coupled with increased ROI and CPC efficiency. By prioritizing consumer education on safe and sustainable nail care, Kapa Nui emerged as a leading authority, driving demand and strengthening website traffic and conversion rates.

Engaging diverse age groups across digital platforms, data-driven strategies yielded actionable insights, fostering brand loyalty & positioning for sustained success & expansion.



Explore more >>>

Nurturing Engagement: Transforming Market Presence

Search Ads

Results for **United States** · Choose area

Sponsored

kapanuinaails.com
www.kapanuinaails.com/

Kapa Nui Nails

Kapa Nui Nails is the healthiest choice possible in nail polish. Our uniquely crafted family of products is truly non-toxic to our bodies and non-damaging ...

Shop Colors
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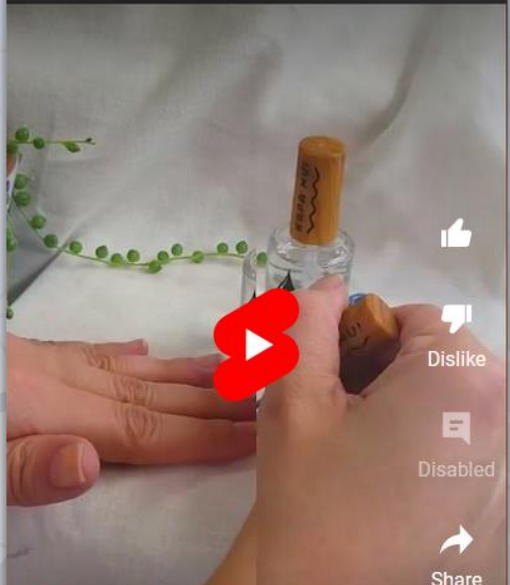


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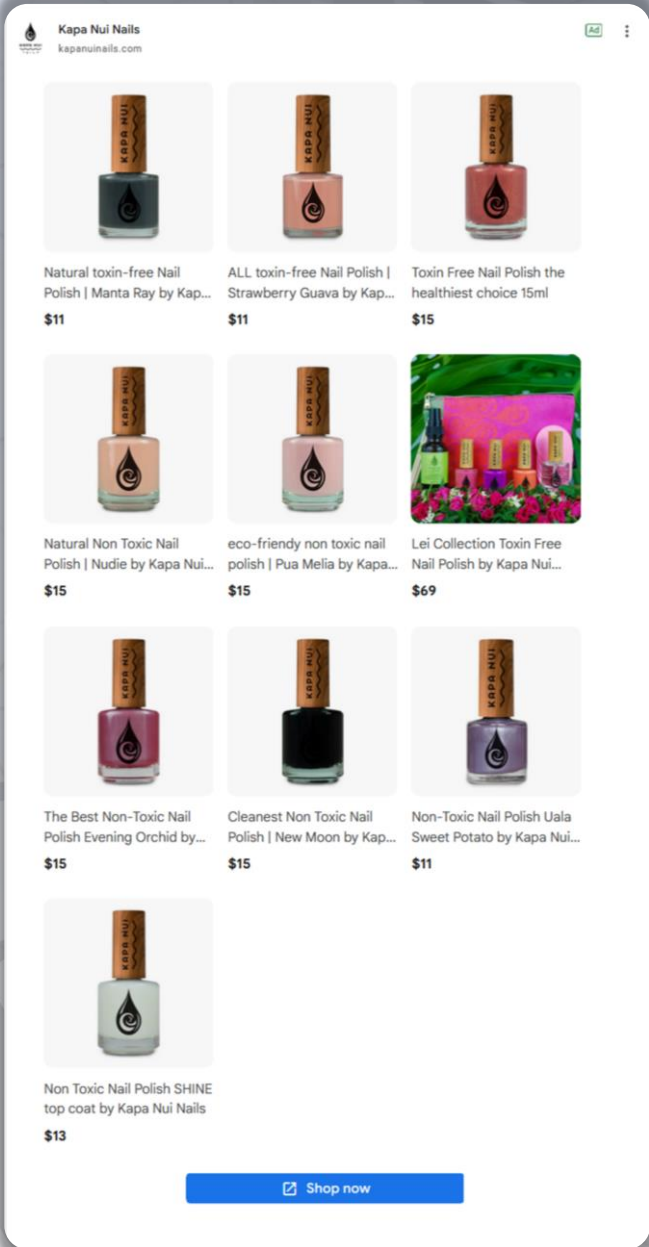
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