



Case Study - Digital Marketing for Squidex GmbH

Prepared by Saqib Ameer

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It's not about ideas, it's about making ideas happen



Executive Summary

In this case study, we explore the comprehensive digital marketing strategy by Saqib Ameer implemented for Squidex GmbH, a headless CMS platform. The objective was to drive growth and enhance brand visibility for Squidex.io and to gain more users.

Introduction

Project Overview:

Squidex GmbH – A Headless CMS Revolution

- Website: squidex.io
- Role: Marketing Strategist (Growth Focus)
- About Squidex: A versatile headless CMS facilitating seamless content management.



Objectives & Methodology

Objectives:

1. **Drive Growth:** Develop a marketing strategy to boost Squidex.io's online presence.
2. **Enhance Visibility:** Increase brand awareness and user engagement.

Methodology:

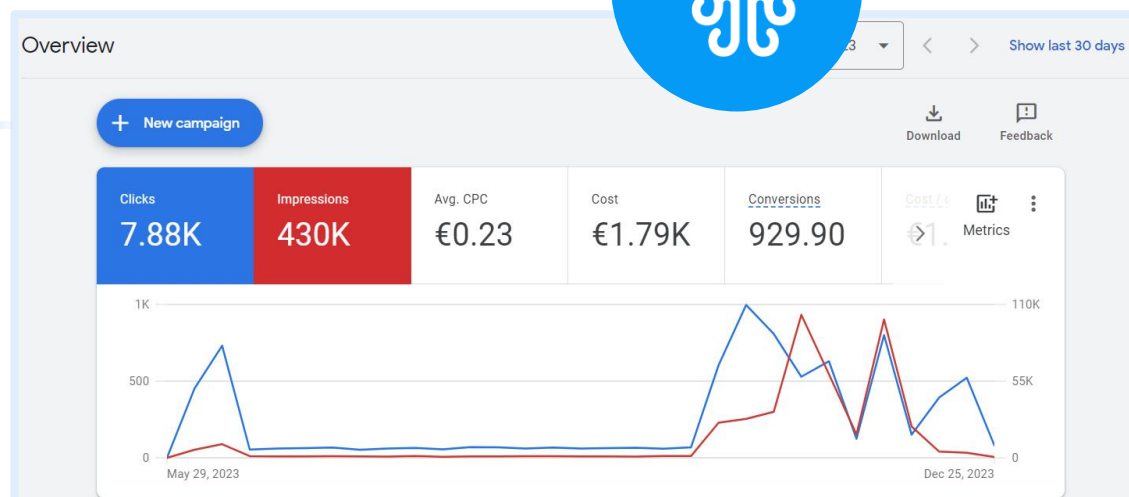
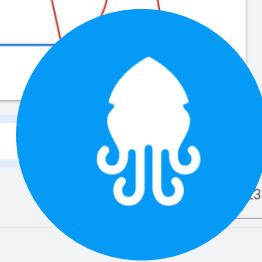
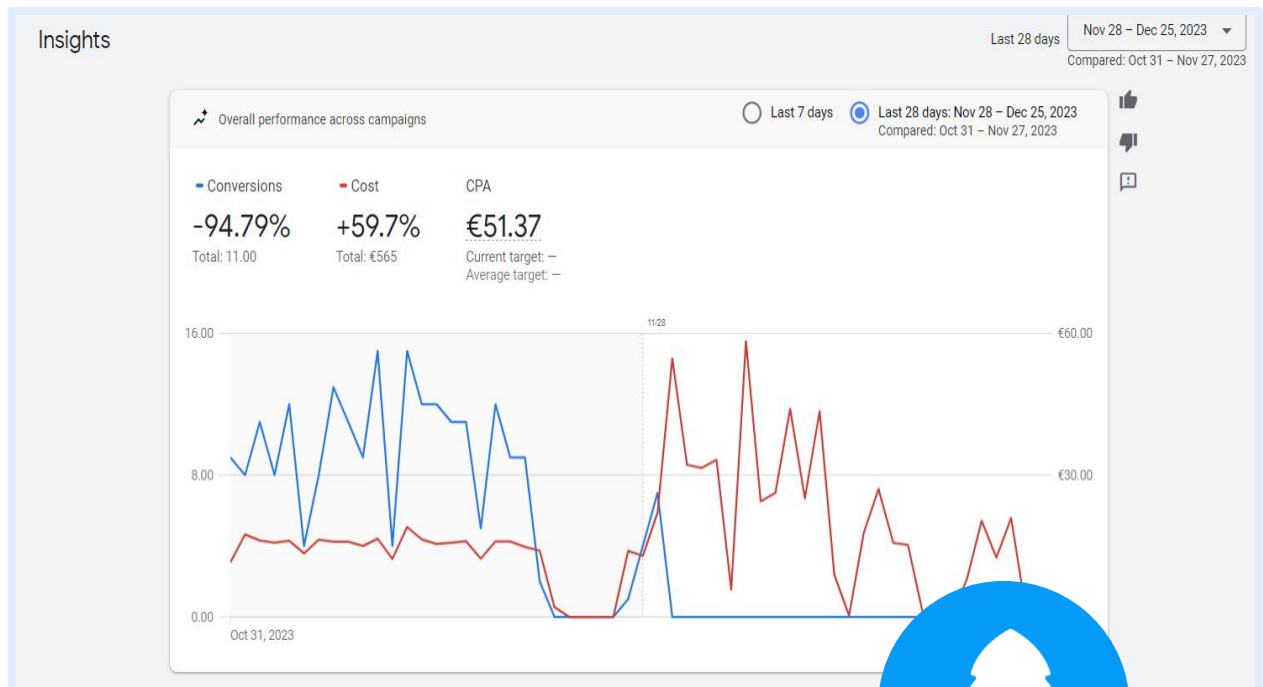
1. Marketing Strategy Development:

Crafted a comprehensive plan aligning with Squidex's goals.

2. Campaign Creation:

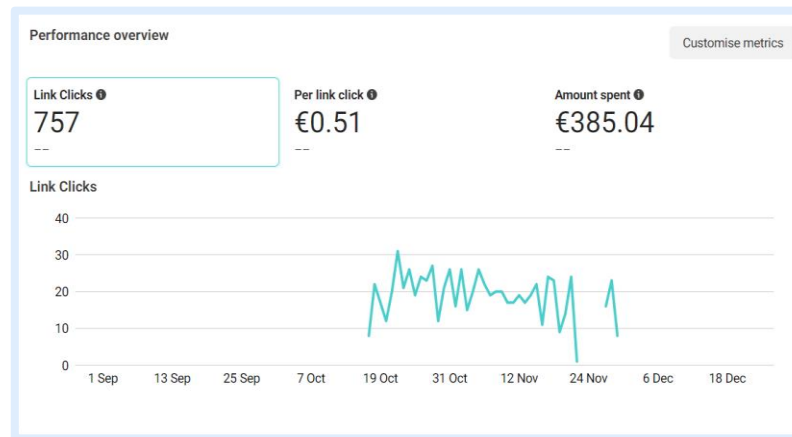
Executed targeted campaigns across various platforms.

3. Google Ads:



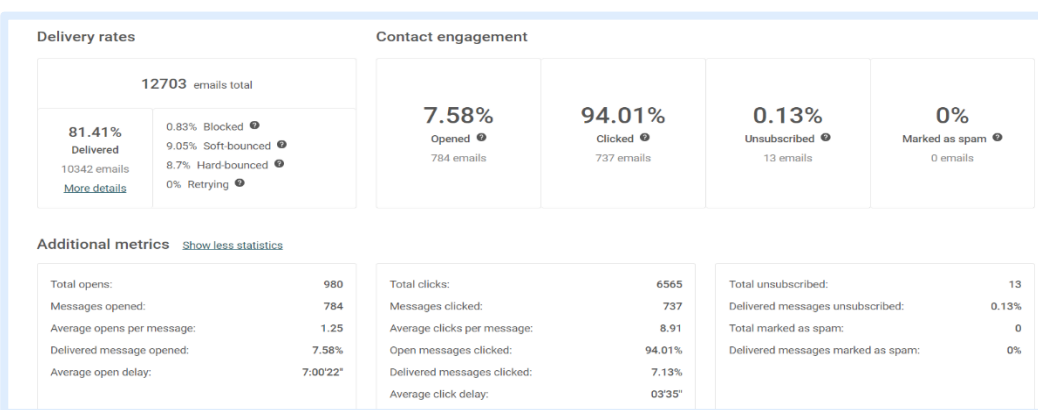
4. Facebook Campaigns:

Achieved a 40% growth in social accounts through strategic Facebook ads.



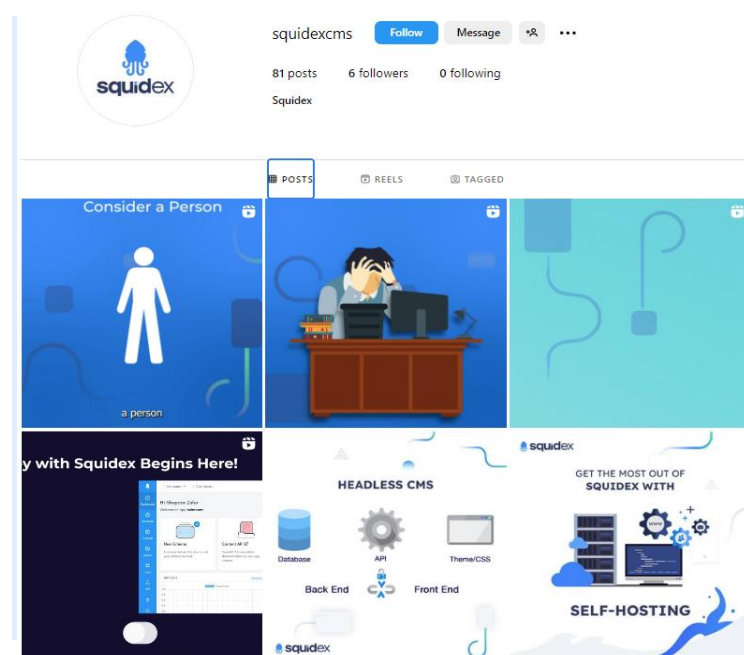
5. Email Marketing:

Conducted 3-4 successful campaigns targeting specific user segments.



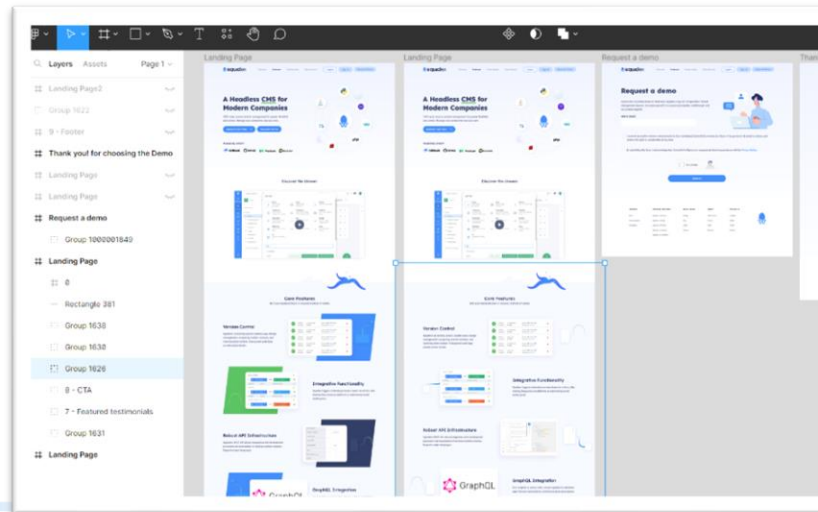
6. Social Media Management:

Ensured organic growth, consistency, and trending designs for increased engagement on Facebook, Instagram, TikTok and YouTube.



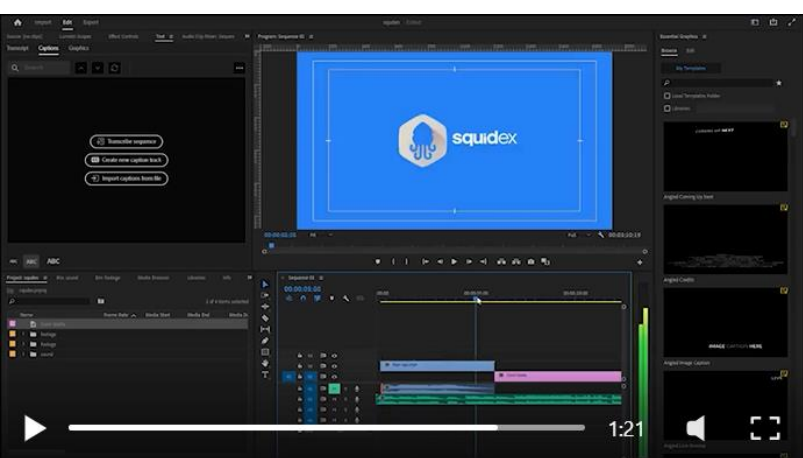
3. Product Development:

Created captivating designs for ads to enhance product visibility for landing pages and other products as per the requirements on Figma.



8. Video Editing:

Produced engaging videos for impactful online presence.



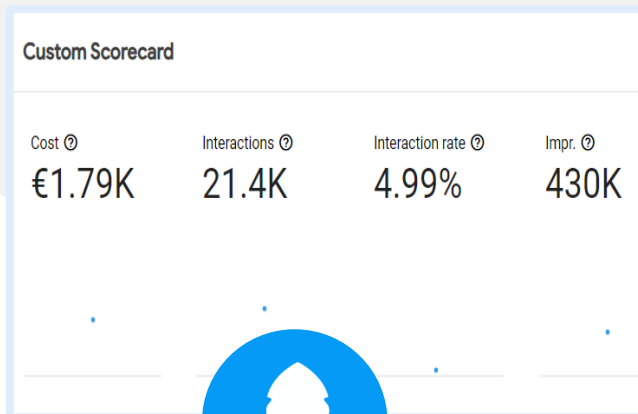
9. Content Marketing:

Implemented a content-driven strategy to establish Squidex as an industry leader.

Results and Analysis

1. Google Ads:

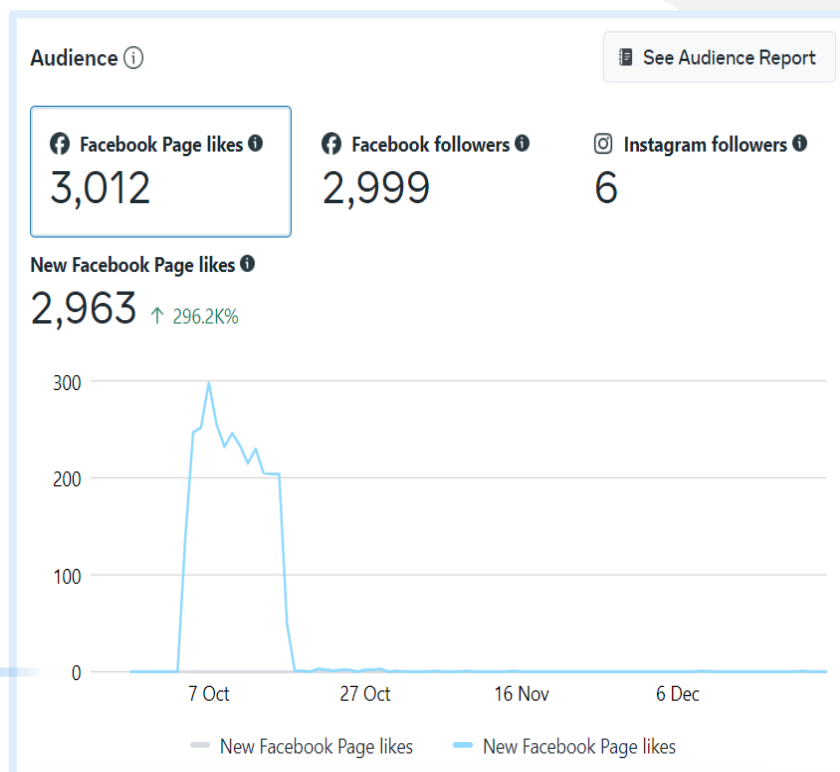
Crafted a comprehensive plan aligning with Squidex's goals.



Name	Status	Emails	Opens	Clicks	Delivery date
<input type="checkbox"/> ☆ Java and PHP SDK 1.0 released Java and PHP SDK 1.0 released	Draft	-	-	-	-
<input type="checkbox"/> ☆ Try out the new rich text editor Try the new rich text editor in Squidex CMS	Sent	12,703	7.58%	94.01%	10/25/2023 11:22 AM
<input type="checkbox"/> ☆ Opened and Clicked Users of SDK 1.0 campaign Hi {{data.firstname: "J"}} Did you try Typescript S...	Sent	3,592	61.91%	16.24%	06/23/2023 03:52 PM
<input type="checkbox"/> ☆ Announcement: Typescript SDK 2.0 has been r... Announcement: Typescript SDK 2.0 has been r...	Sent	12,874	31.05%	15.81%	06/12/2023 05:53 PM
<input type="checkbox"/> ☆ Refund for the Squidex downtime Refund for the Squidex downtime	Sent	3,143	28.01%	17.06%	02/13/2023 07:07 PM

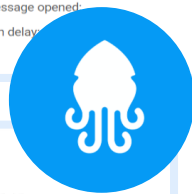
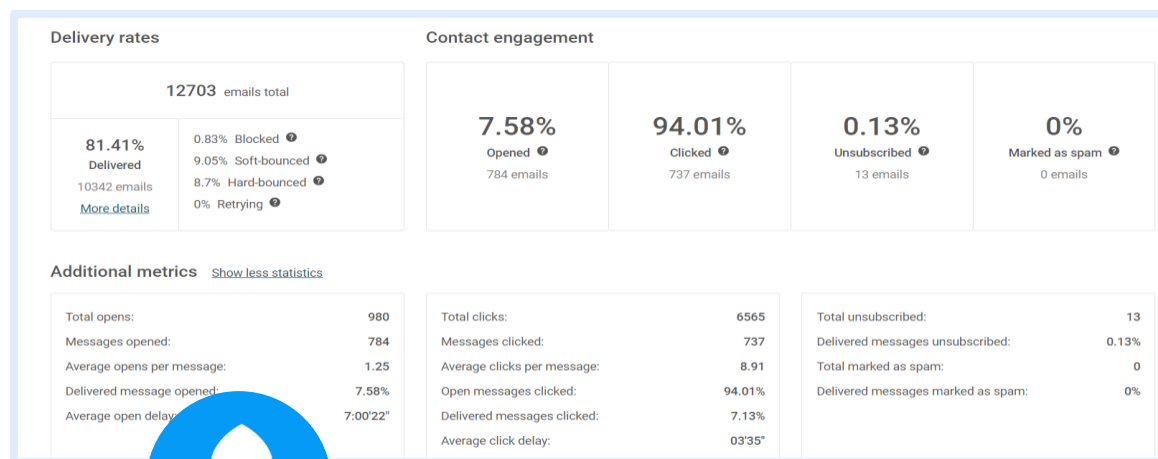
2. Facebook Campaigns:

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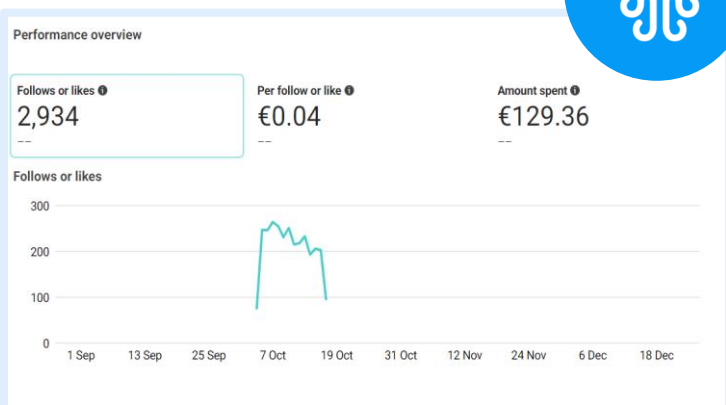
3. Email Marketing:

In this email marketing campaign, 81.41% of the 12,703 emails sent were successfully delivered. The engagement was notable, with a 7.58% open rate and an impressive 94.01% click-through rate. The campaign exhibited effective targeting and content, as evidenced by the low unsubscribe rate of 0.13% and no emails marked as spam. Additionally, the average open delay of 7 minutes and 22 seconds, and average click delay of 3 minutes and 35 seconds, suggest prompt audience responsiveness. Overall, the results indicate a well-executed campaign with high engagement and minimal negative feedback.



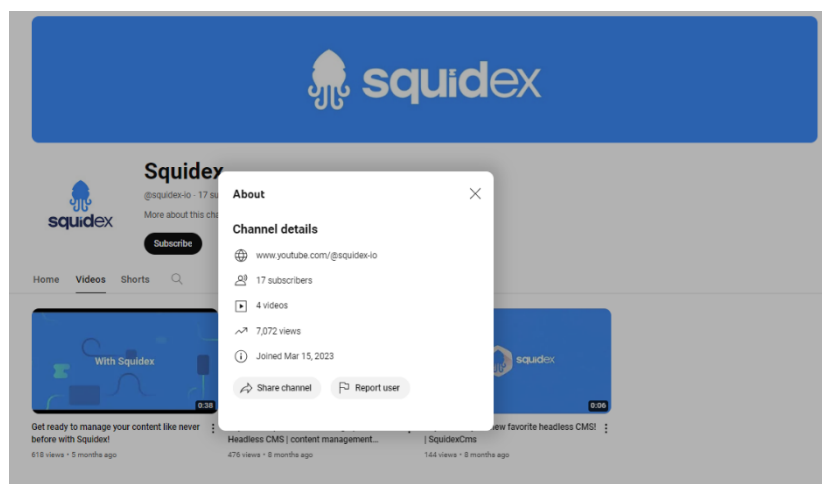
4. Social Media Management:

Consistent organic growth and trending designs.



5. YouTube Marketing:

A substantial increase in brand visibility and user engagement.



Analysis Report:



➔ **Key Learnings:** The importance of targeted ads in user acquisition, effective content strategies for high engagement, and the impact of prompt audience responsiveness on email campaigns.

➔ **Success Factors:**
Strategic planning, consistent and visually appealing content creation, and prompt audience engagement significantly contributed to the success of the campaigns.

➔ **Future Recommendations:**
Continue targeted advertising on Google and Facebook, maintain a consistent content calendar, and leverage email marketing for personalized engagement.



Conclusion:

In conclusion, the digital marketing initiatives implemented for Squidex GmbH resulted in significant growth, enhanced brand visibility, increased user engagement and ultimately sales.

For more information on our digital marketing services or to discuss your own project, reach out to me at: saqi.649@gmail.com



Thank **you!**



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