

HOPKICKS

DIGITAL MARKETING PROJECT

Success Story



CLIENT NAME: **HOPKICKS**

INDUSTRY: **FOOTWEAR INDUSTRY**

COMPANY OVERVIEW

Hopkicks.pk, an online sneaker retailer, approached me for their digital marketing strategy with the goal of increasing their brand visibility & sales. Despite its quality products, the brand struggled with low brand visibility & sales. The client approached me to improve their digital marketing strategy, primarily focused on Snapchat marketing.

GOALS

- ✓ Increase sales
- ✓ Improve brand recognition
- ✓ Boost online visibility

MARKETING STRATEGY

I designed a complex Snapchat marketing strategy that focused on reaching out to potential customers in a creative & engaging manner. I created visually appealing ad copies that included stunning images & videos of the latest sneaker collection & also targeted the ads to specific age groups & geographic regions to ensure maximum impact.

In addition, I implemented a retargeting campaign that displayed Hopkicks.pk ads to users who had already shown an interest in their products. This approach helped us target the audience that was most likely to purchase & boosted sales.

CAMPAIGN RESULTS

My Snapchat marketing campaign resulted in a 200% increase in sales for Hopkicks.pk. Furthermore, the brand's online visibility & engagement increased significantly due to the unique & creative ad copies. The retargeting campaigns were highly effective in re-engaging customers & further increasing sales.

PAID ADS STRATEGY

One of the main challenges I faced with Hopkicks.pk was their competition in the online sneaker retail market. To address this, I integrated a paid ads strategy into the Snapchat marketing campaign. Snapchat's ad platform was used to display Hopkicks ads to users who fit the target demographic & had shown an interest in similar products.

After carrying out detailed market research, I developed an ad structure that included product images, pricing, & a call-to-action to encourage clicks & conversions. I also tracked the performance of the ads using analytics tools to optimize the campaigns for maximum impact.

CONCLUSION

The Snapchat marketing campaign proved to be a significant success for Hopkicks. The marketing strategy I designed was highly effective in improving brand visibility & boosting sales.

DIGITAL ADS INSIGHTS

Amount Spent ▼
\$917.30

Paid Impressions
1,813,569

Swipe Ups
41,498

Swipe Up Rate
2.29%

2 Second Video Views
30,721



Amount Spent	Result	Cost per Result	Paid Impressions	Paid eCPM
\$69.42	<u>8,380</u> Swipe Ups	<u>< \$0.01</u> eCPSU	292,597	\$0.24
\$139.97	<u>7,056</u> Swipe Ups	<u>\$0.02</u> eCPSU	188,276	\$0.74
\$377.07	<u>4,847</u> Swipe Ups	<u>\$0.08</u> eCPSU	468,839	\$0.80
\$7.44	<u>1,124</u> Swipe Ups	<u>< \$0.01</u> eCPSU	27,473	\$0.27
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\$21.80	<u>1,541</u> Swipe Ups	<u>\$0.01</u> eCPSU	28,054	\$0.78
\$104.72	<u>10,459</u> Swipe Ups	<u>\$0.01</u> eCPSU	514,437	\$0.20
\$69.31	<u>4,149</u> Swipe Ups	<u>\$0.02</u> eCPSU	162,820	\$0.43
\$17.58	<u>0</u> Pages Viewed	<u>\$0.00</u> Cost per Page Viewed	24,906	\$0.71
\$50.00	<u>1,018</u>	<u>\$0.06</u>	64,464	\$0.92
\$917.30 Total	—	—	1,813,569 Total	\$0.51 Total Avg