

D2C

CASE STUDY

EASYSIP



- **Increase Brand Awareness**

Generate buzz and increase visibility for our brand among target consumers through strategic digital marketing campaigns, social media advertising, and influencer partnerships.

- **Drive Website Traffic**

Increase traffic to the website by optimizing SEO, running targeted online ads, and leveraging social media platforms to direct potential customers to the online store.

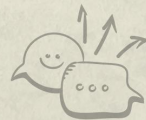
- **Expand Customer Base**

Attract new customers by offering promotions, discounts, and incentives to encourage first-time purchases and repeat visits. Forge partnerships with event organizers, and cafes to showcase our products to a wider audience.



BRAND OBJECTIVES

Exploring creativity



- **Enhance Customer Engagement**

Foster meaningful connections with our audience through engaging content, interactive social media campaigns, and personalized email marketing to build brand loyalty and encourage repeat business.

- **Become a Trusted Name**

We want people to trust our brand for eco-friendly party stuff. We'll do this by sharing smart ideas and working with others in the business.

- **Grow Big**

We aim to get even more people to buy our stuff. That means making more cool things, selling in more places, and reaching out to new customers. We'll make sure we grow in a smart way. That means making sure our stuff is still awesome, and we're not harming the planet.


OUR APPROACH



01

STRATEGIC THINKING

We aim to approach the challenges of the brand strategically, which align with the objectives and ideology of the brand.



02

INNOVATIVE CONTENT

We make sure that the content is innovative and engaging to attract customers to the social media pages and website.



03

RESULT DRIVEN APPROACH:

We aim to prioritize results and deliver measurable outcomes that drive business growth, whether it's increasing website traffic, improving conversion rates, or enhancing brand awareness



04

BRAND AWARENESS & SENTIMENT

We measure brand awareness through metrics such as brand mentions, social media followers, and sentiment analysis to assess how our marketing campaigns influence audience perception of our brand.

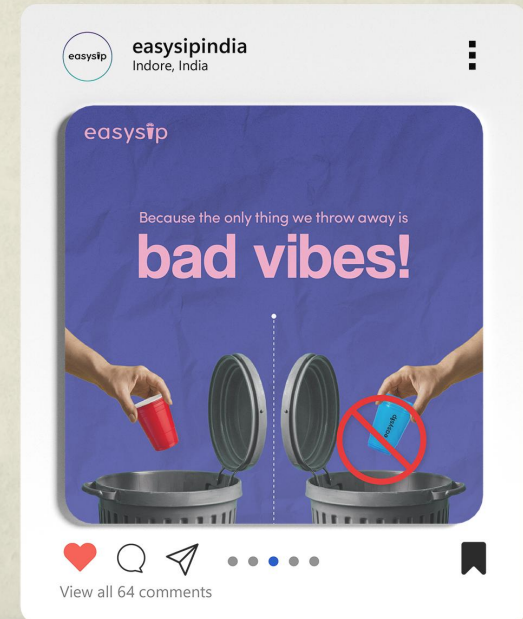
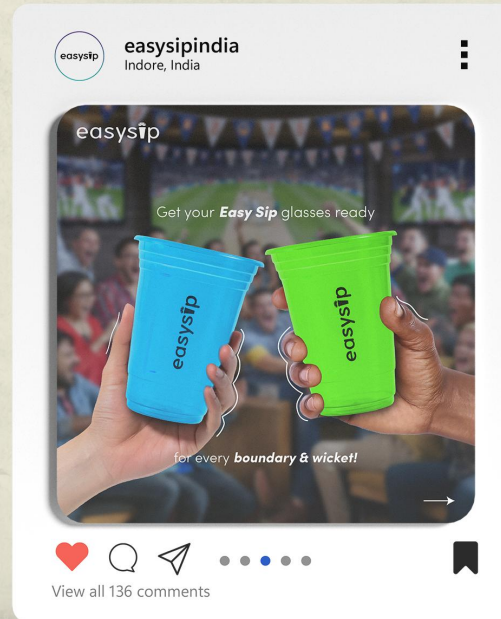
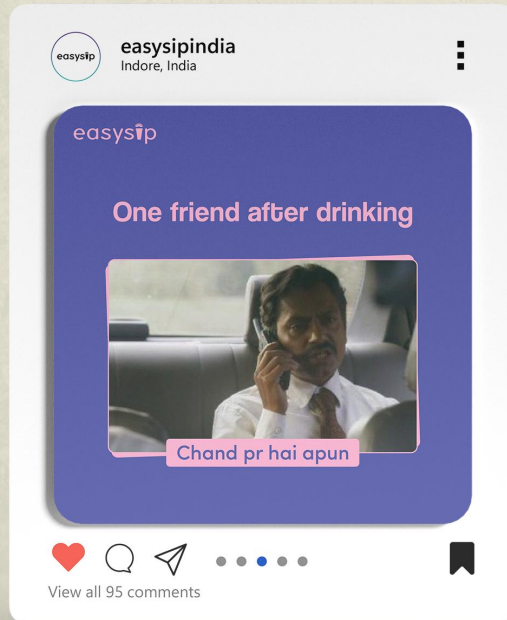


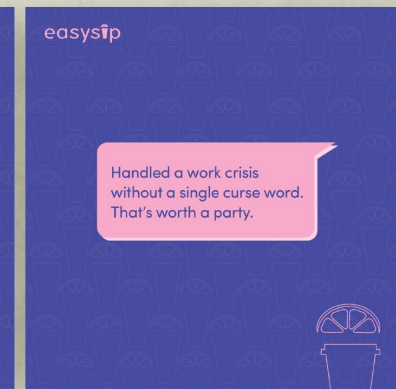
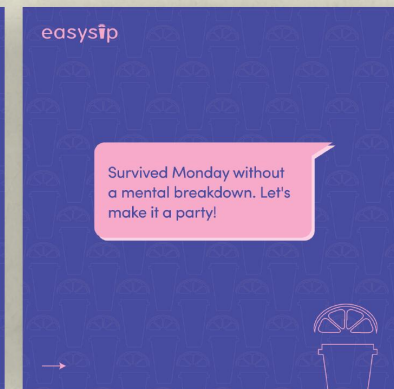
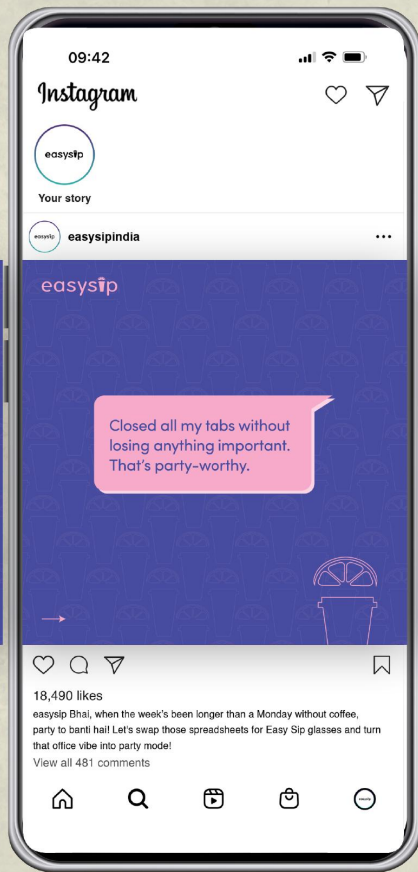
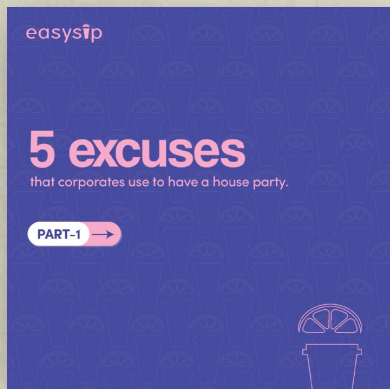
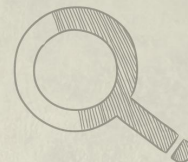


CONTENT

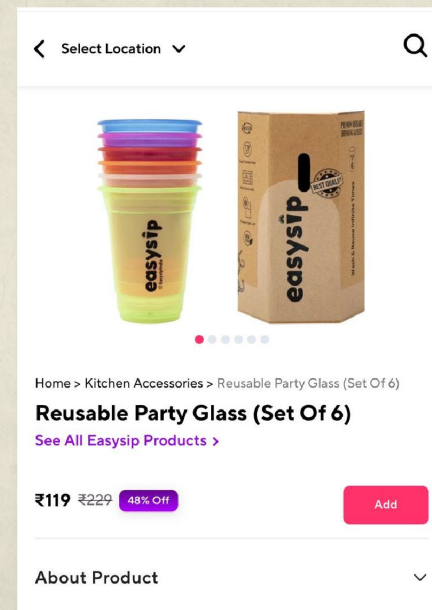
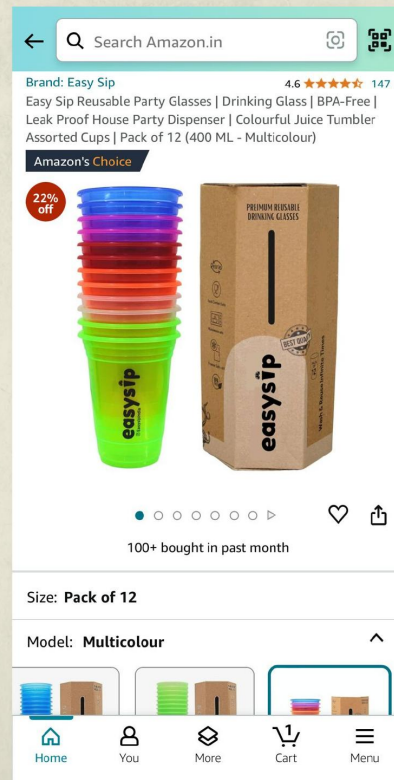
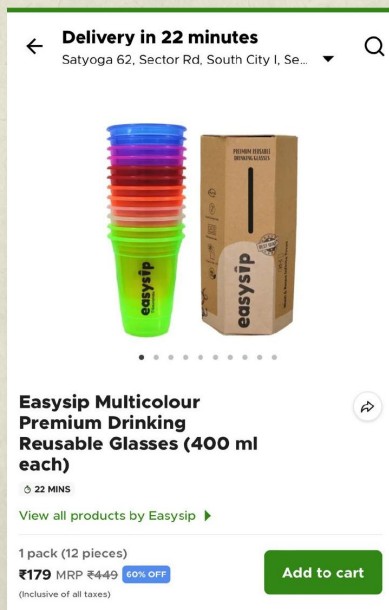


We make sure that our content is engaging and relatable for the audience which also promotes the product.
We also try our best to keep up with new trends and upcoming events.

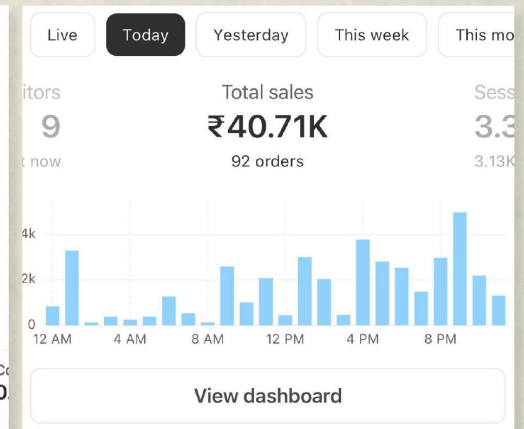
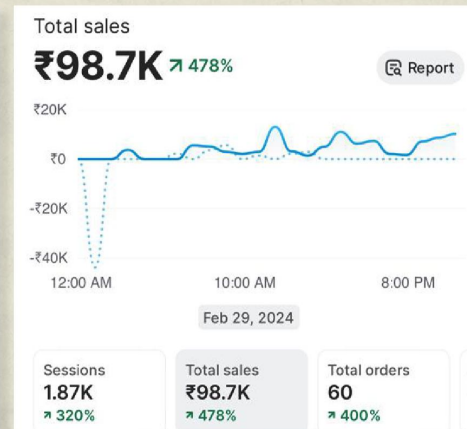
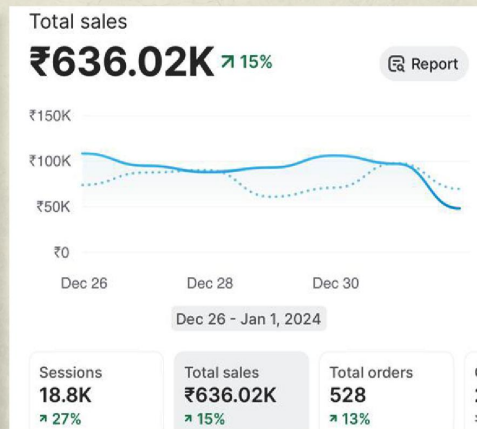
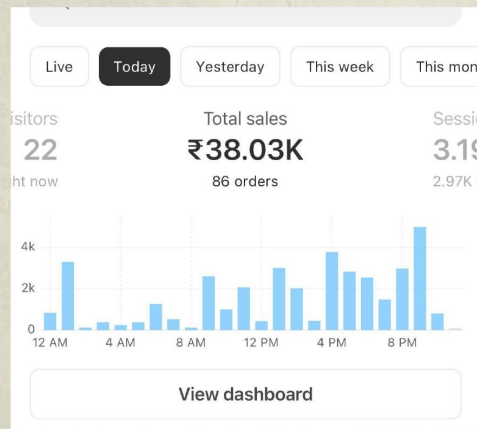


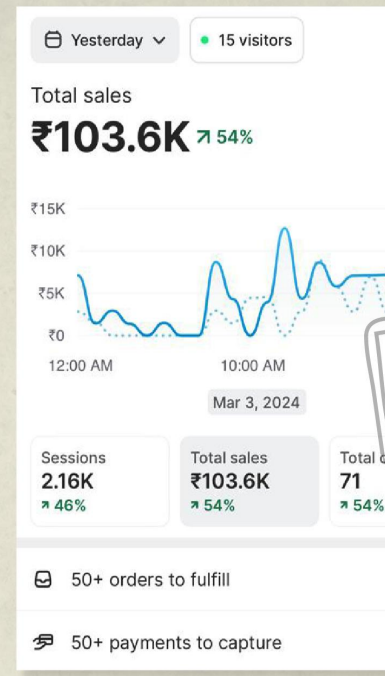
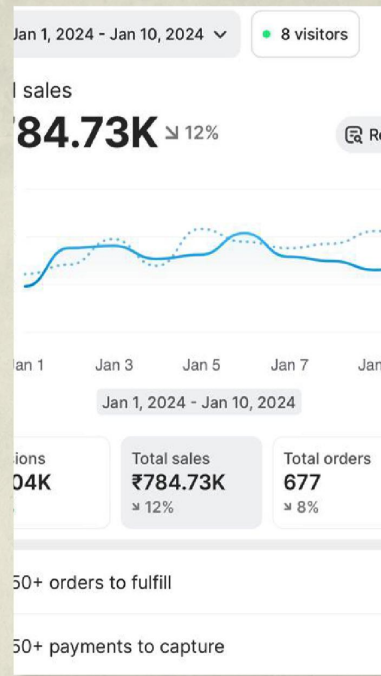
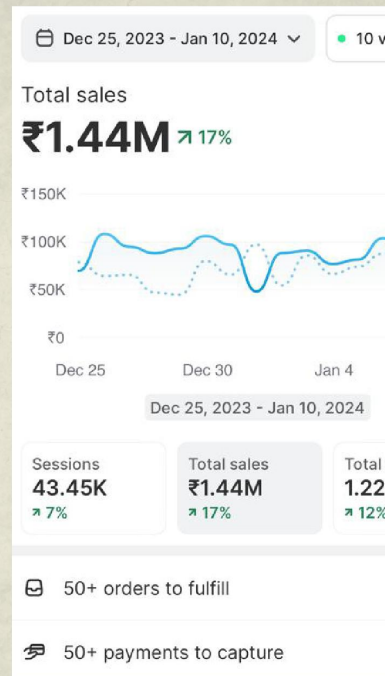
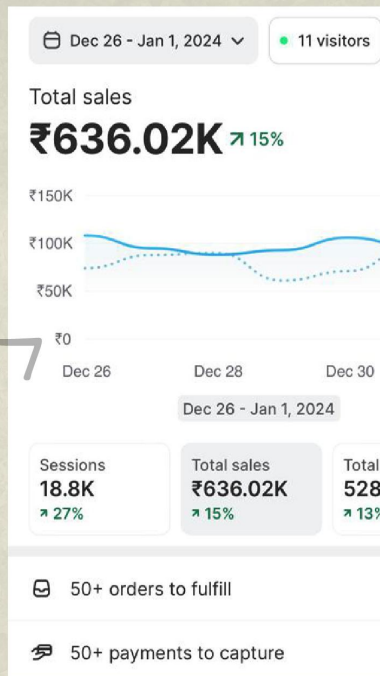


AVAILABILITY ON DIFFERENT APPS



SALES ANALYTICS



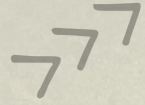


We analyze the financial return generated by each marketing campaign compared to the cost of running it, helping us determine which campaigns deliver the best value for our investment.



MELLOWFY

CLOTHING BRAND



OUR APPROACH



STRATEGIC THINKING

We aim to approach the challenges of the brand strategically, which align with the objectives and ideology of the brand. Thinking two steps ahead.

INNOVATIVE CONTENT

We make sure that the content is innovative and engaging to attract customers to the social media pages and website.

RESULT DRIVEN APPROACH

We aim to prioritize results and deliver measurable outcomes that drive business growth, whether it's increasing website traffic, improving conversion rates, or enhancing brand awareness.

BRAND AWARENESS & SENTIMENT

We measure brand awareness through metrics such as brand mentions, social media followers, and sentiment analysis to assess how our marketing campaigns influence audience perception of our brand.

BRAND OBJECTIVES



Mellowfy is a clothing brand blends classic elegance with modern sophistication. Our collections are thoughtfully designed to offer a seamless blend of comfort, style, and versatility, making it easy for women to transition effortlessly from day to night, from work to play.

01

EXPAND CUSTOMER BASE

Create a loyal customer base and attract more customers to the brand leading the brand to grow

02

DRIVE TRAFFIC

To attract more traffic to the website and social media pages and creating awareness about the brand.

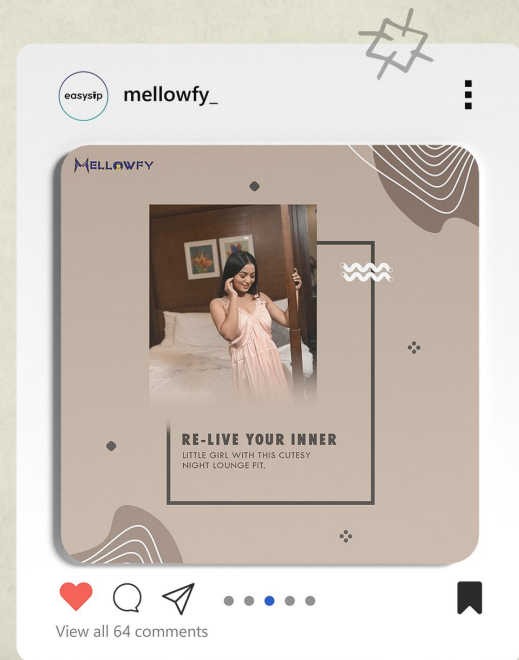
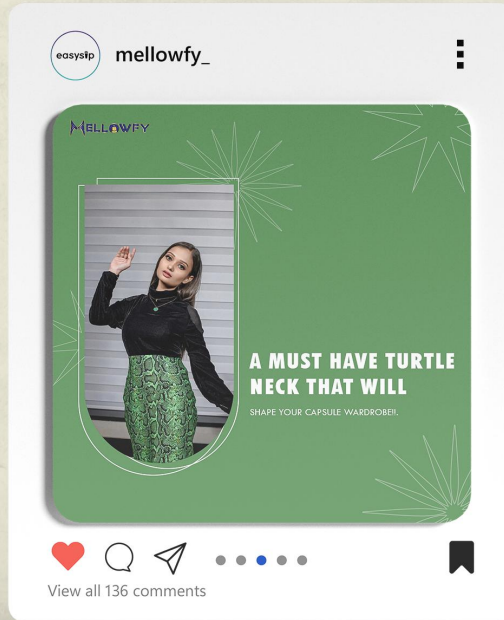
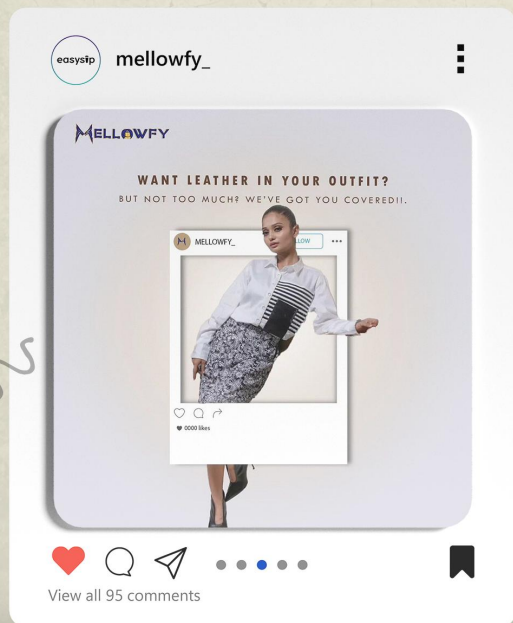
03

GENERATE LEADS

Generate sales leads through the website and social media platforms. and to increase conversion rates.

CONTENT

We make sure that the content captures the essence of the brand and is aesthetically pleasing, which attracts more audience.





INSTAGRAM ANALYTICS

83.5K

280

11

26

7

Overview ⓘ

| | |
|-------------------|--------|
| Reach | 71,073 |
| Reel interactions | 324 |
| Ad goal | |
| Profile visits | 538 |
| From ad | |

Last 30 Days ▾May 12 - Jun 10

289,198
Accounts reached
96.6% from ads

+5.7%

0.4%

Followers

+382%

99.6%

Non-followers

| | |
|-------------|---------|
| Impressions | 472,475 |
| | +200% |

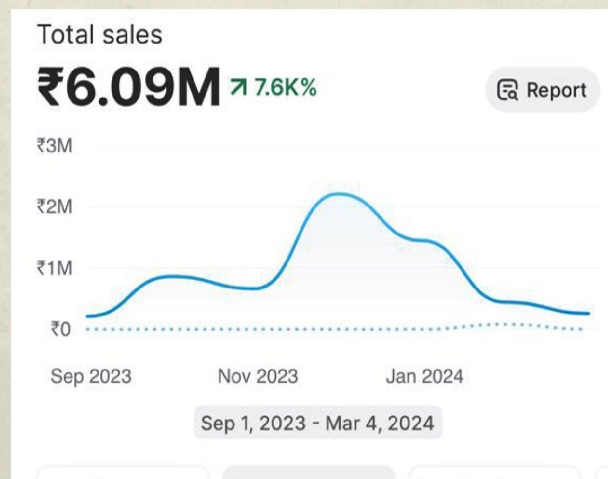
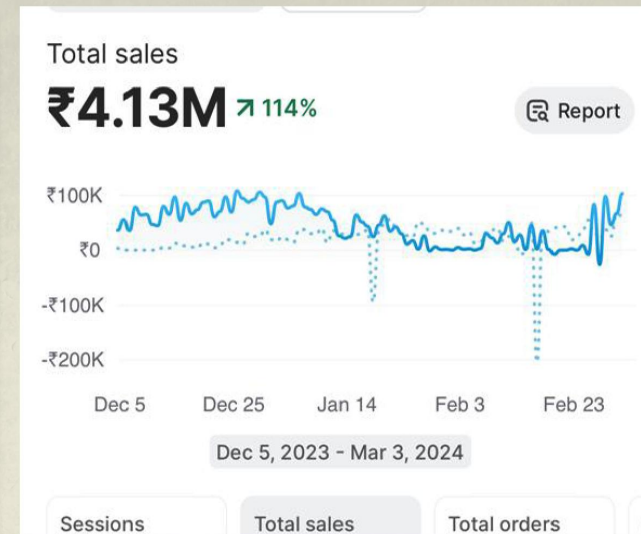
Last 30 Days ▾May 12 - Jun 10

Content Interactions
42.2% from ads
+43% vs Apr 12 - May 11

| | |
|---------------------------|--------------|
| Reels interactions | 1,036 |
| | -17.8% |
| Likes | 715 |
| Comments | 19 |
| Saves | 84 |
| Shares | 218 |



SALES ANALYTICS



CONCLUSION



Direct-to-Consumer (D2C) marketing is transforming how brands connect with their audience. By using digital platforms and data-driven strategies, D2C marketing allows for personalized and impactful consumer experiences. We are here to help you navigate this dynamic landscape, optimizing every touchpoint for maximum impact. Together, we can build strong, direct relationships with your customers and drive your brand's growth in the digital age. Thank you.

