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Digital Marketing Case Study

Prepared for...

Prospective Clients

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Coretium Media is a trading name of Coretium Media Limited,
A company registered in England and Wales with company number 08204332. VAT number 145160534.

Permanent Make up with Tonya

Summary

Tonya Brown's objective is to increase her business visibility and sales through SEO, social media and content marketing. We currently manage her Twitter, Facebook and blog.

Professional Semi Permanent Makeup in Essex

Permanent make up with Tonya provides world-class results for clients looking for semi-permanent makeup. Tonya really does pride herself in being one of the best names in the industry!

In December 2013 Tonya opened her own brand new clinic, purely devoted to the art of semi permanent makeup & tattoo removal, based just outside of Chelmsford town centre.

The Challenges

We initially had difficulty with sourcing customers from social media channels. Evidentially, the company required brand awareness to reach out to her target market.

We analysed her strategy and found major flaws. We had to create a digital marketing plan in order to successfully acquire new customers. The next step was to create digital marketing campaigns across many channels. For example:

1. SEO
2. Social Media
3. Blog Posts
4. Email Marketing

Each of her channels complimented each other and the engagement levels of each target market increased month on month.

How we helped

1. SEO
 - Onsite SEO: easy to use navigation, website speed, useful content, webpage layout, tags, keyword targeting etc.
 - Offsite SEO: Guest Posting, Blogging, Press releases, Articles with anchor text links, Link building, Directories, Local SEO listing etc.
2. Social Media Daily Management
 - Interact with followers
 - Engage with relevant target markets
 - Promotion of services through Twitter and Facebook
3. Content Writing
 - Make up news
 - Service Promotion
 - Tips and Latest Makeup Trends
4. Increase email list size
 - Small semi makeup businesses (boutiques, salons, mobile services)
 - Freelance makeup artists

Results

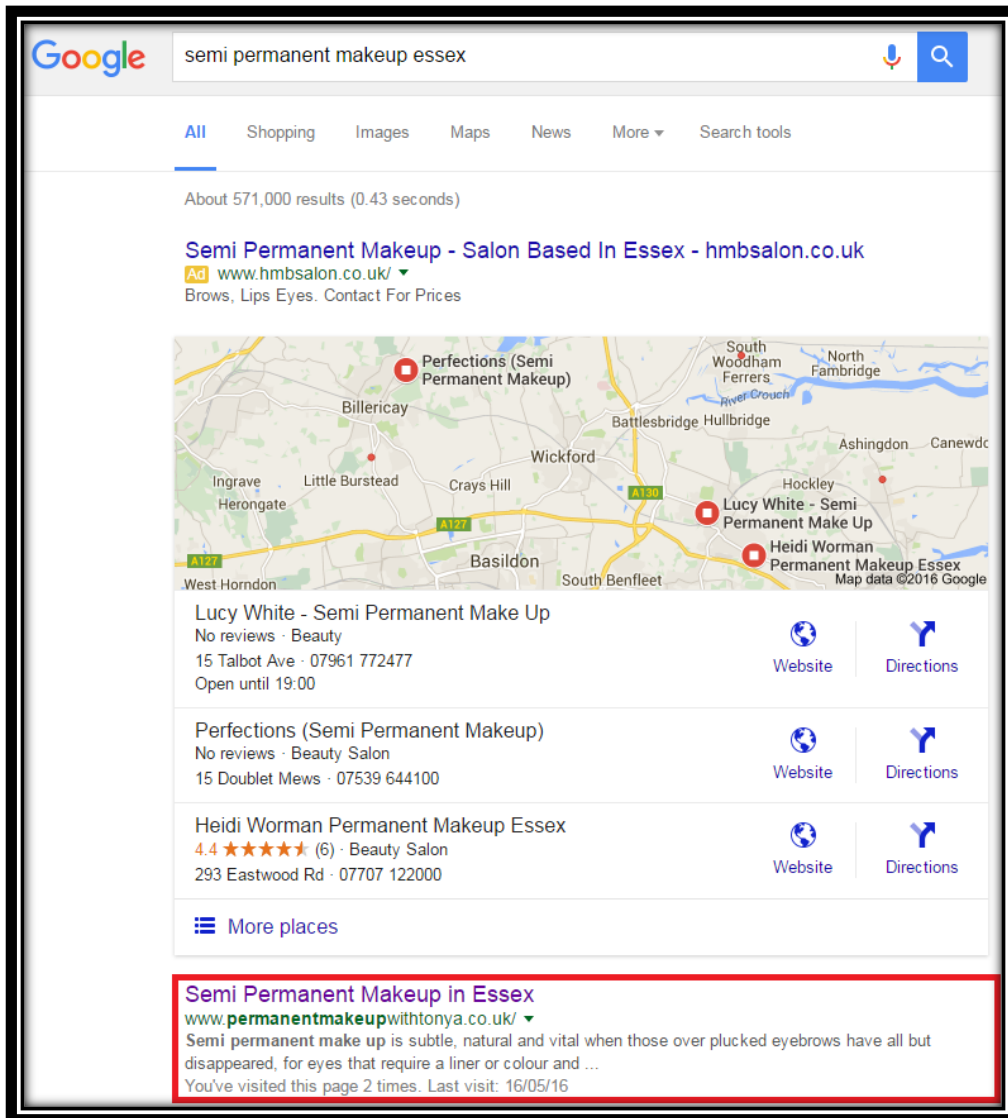
- Increased in number of impressions Month On Month (more people from her target market have seen the published content)
- Significantly increased her followers
- Increased her organic visibility
- Created authoritative backlinks
- Increased client communication

Overall, there has been an increase in the number of people wanting to use her service.

Tonya Brown – Permanent Makeup Twitter Account



SEO Rank as a result of our activity



Facebook Post Analytics

05/10/2016 10:43 pm		Brows & lips, here we have been able to create a fuller looking lip			507		22 1	
05/10/2016 10:42 pm		Just in love with these perfect brows #definition #browsonpoint			411		15 1	
05/10/2016 10:40 pm		Brows brows and more brows □□□□□□□□			198		3 4	
05/10/2016 10:40 pm		Giving definition back is all some brows need.. Here we have a hai			521		18 1	

Final Thoughts

The overall conclusion is that we used many digital channels to gain visibility and increase her revenue. We had to ensure that she had the maximum brand exposure by partnering with the relevant websites, blogs, news channels etc. This is in addition to SEO, Social media marketing and email marketing activity.

We manage to meet her objectives on a monthly basis. The secret is to keep re-evaluating who your target market is and what they do for you in terms of sales and revenue.

Review from another client – Trust Pilot



David Jones
1 Review



Published 19 April 2016

Best Digital Marketing Company!

"Choosing Coretium media for our digital marketing was the best decision we made! I had a very brief consultation with one of their marketing executives who was very helpful. They were attentive to my needs and from there they created a marketing plan that would boost business in the long run. This plan contributed to my first ever marketing campaign. Overall, the service was great and my business grew even more than it did before. I would definitely recommend Coretium Media for anyone who needs to improve their marketing" David Jones, Business Development Manager

