

SEOMAX
DIGITAL AGENCY

CASE STUDY

Venera[®]
cosmetics

COMPLETE DIGITAL
SERVICE FOR BRAND
PERFUMERY ONLINE
STORE

FRAGRANCES.BG

At a time when you can find replicas of branded clothing (also shoes, accessories and personal care cosmetics, including perfumes) online, it is becoming increasingly difficult to offer high quality items. Even the largest social network, Facebook has introduced regulations on the use of the word "branded" in order to limit the possibility of misleading users.

One of our verified customers is the online store for branded perfumes Venera Cosmetics (fragrances.bg). Our joint work has continued almost since we have existed and is the result of many years of trust.

With joint efforts, we and Venera Cosmetics made it the necessary efforts to withstand time and the changes that inevitably follow. Through persistence and hard work we achieved extremely beneficial results for fragrances.bg.

How did we started working together?

Together we created a detailed digital marketing strategy for one year period. Our team made an analysis of the online platform, due to the desire of our client for full digital service, including work on the website. For a month, our team of specialists studied and analyzed both the results achieved so far and the overall performance of the online store, including technical features such as: modern design, loading speed, quality of the code, additional plugins that could make it easier for the technical support and many other details.

What we did in 2018 and continue to do for Fragrances.bg?

Technical part:

- Complete redesign for the online store;
- Adding new payment methods
- Preparation for GDPR;

Marketing part:

- Facebook and Instagram Ads;
- Google Ads;
- Content marketing;
- Social Media Marketing (Facebook и Instagram);
- Email Marketing;
- Influence marketing ;
- Push Notification campaigns.

On-page and Off-page SEO:

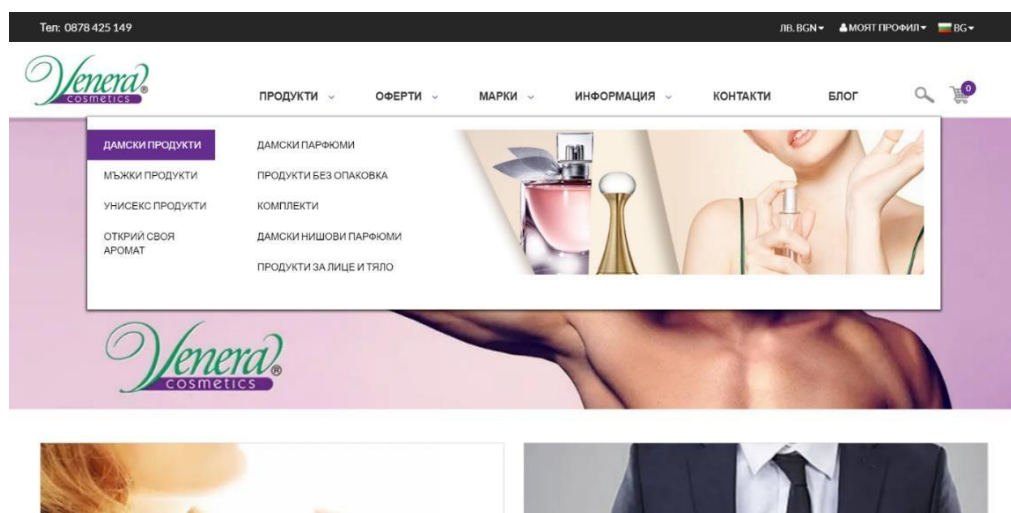
- Creating and regrouping of product categories;
- Optimizing and updating the tags on the site;
- Helping to build external links;
- Improvement of technical indicators.

First, we started by building a complete digital strategy, divided into two parts. These two parts were distributed to the web and marketing departments of the agency. All the steps you will see described below, concerning the web part of the strategy implementation, were performed sequentially. The marketing strategy and the tools were used in parallel each month. We announced the start of work on fragrances.bg by updating the website design.

Technical part

Online Store Redesign

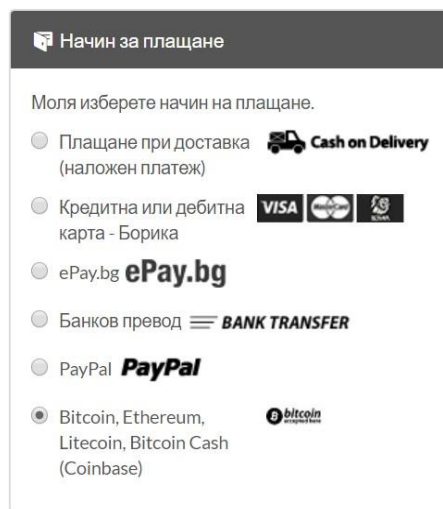
The platform had a well-built and logically connected user path, but the design was obsolete. Our team of designers and programmers work together to choose the most appropriate Open Cart design to offer to the client. We made preliminary mockups so that the client could clearly see our offer. We customized the theme to be as convenient as possible for the end user, who could quickly find his way when searching for a page, product category or a specific product.



Our designers prepared banners for the initial slider in the online store, as well as selected appropriate images for the pages and product categories to make the use of the site as easy as possible.

Adding new payment methods

When we started working on this project, the site had methods for payment by credit / debit card, bank transfer and cash on delivery. Shortly before the big crypto wave, we integrated payments through cryptocurrencies. Thus, it became one of the few online stores in Bulgaria, accepting payments via Bitcoin, Ethereum, Litecoin, and Bitcoin Cash through the Coinbase system. We also integrated the PaySera payment method for credit and debit card payments.



Preparation for GDPR

The new regulations imposed by the European Union on e-commerce and the administration of personal data have caused great panic in the digital sphere. We commented on the topic with the owners of fragrances.bg and at the beginning of the year we started preparing for the implementation of the new requirements.

For this purpose, we have prepared completely new information regarding the confidentiality of personal data intended for users of the site. We have prepared contracts for the administrators of the online store. Also, we have updated the information provided on the site, as well as the information about the cookies. Our team prepared the necessary information and contracts a month in advance. We had a consultation with lawyers operating in the field of commercial law to ensure that from a legal point of view, the necessary materials and documents are made correctly. As a result, there was no stress for the customer when introducing the new requirements.

Marketing part

Facebook and Instagram Ads

One of the main features of working with fragrances.bg is that our team does not have a fixed budget for advertising. The budget may vary depending on the results. Our client trusts us and instead of a fixed budget, gives us flexibility, determining the average price per conversion that he is willing to spend.

We have launched many advertising campaigns in different formats and for different purposes. Thanks to our PPC (Pay-per-click) specialists, we have created individual campaigns for the client, among which is the campaign for finished perfume.

Due to the good connection between our team and Venera Cosmetics, we calculated an average period for which a standard perfume bottle of 50 ml is consumed. Then we only retargeted customers who placed an order during this period. The cost of conversion for this advertising campaign still varies between 0.90 € and 1.20 €.

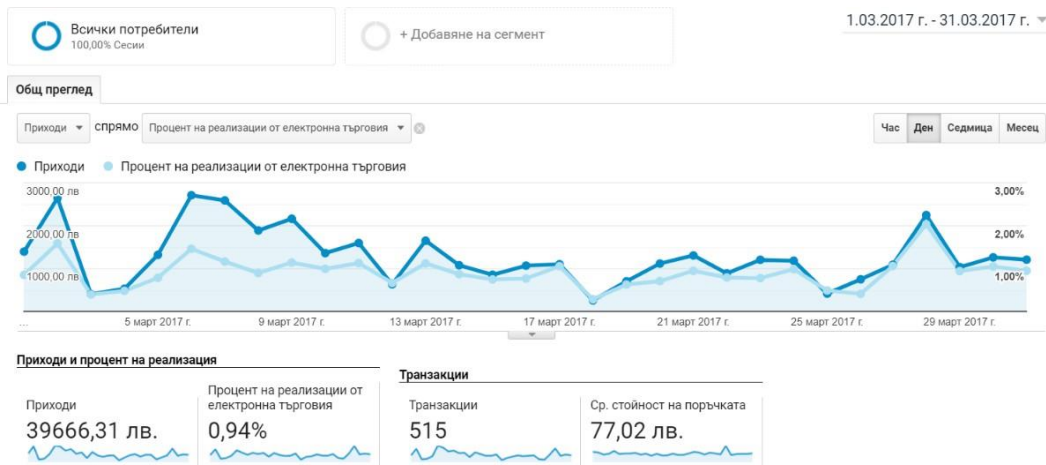
We created an ad for a whole new audience with a product catalog. We tested many audiences and advertising campaigns and achieved extremely satisfactory results for the client. The results presented below are for a period of three months for only one advertising campaign targeting a completely new audience.

We have organized a number of large advertising campaigns for special occasions such as Valentine's Day, Women's Day, Proms, Black Friday and Christmas.

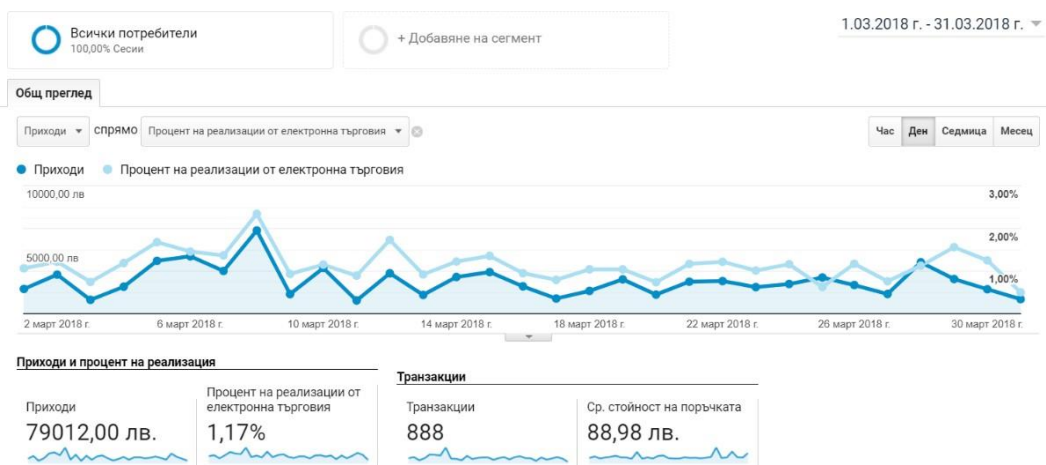
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Product Catalog New Audience [Fragrances.bg]	328 Покупки	101 210	932 433	5,28 € Per Purchase	1733,34 €	10.03.2019 r.	12 181,30 €
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Results of the March 2017 campaigns compared to the results of March 2018:

March 2017



March 2018



On March 8, we agreed with our client to give an 8% discount for Women's Day. We used the following designs, which attracted great interest and attention not only to promotional prices but also to the Venera Cosmetics brand.



In December, we tested various designs to engage the audience not only with a purchase, but also to create an additional joyful mood in the people who have seen the advertising campaign. For this purpose we used the following designs:



The results in December were impressive for both 2017 and 2018. We managed to increase the value of an order by another 9%.





We ran an average of about 8-10 different advertising campaigns per month, each with different goals.

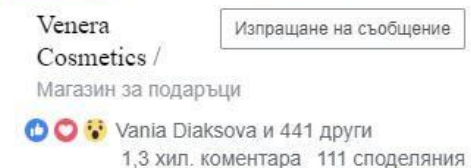
Through the content added to the client's blog, we created advertising campaigns for traffic. Through perfumes at promotional prices, we created an ad for engagement in order to increase the organic reach of the next Facebook posts on the client's page.

We have launched special Messenger campaigns for users who have subscribed to Venera Cosmetics Facebook page. By encouraging users to send inquiries or communicate more often with their team, we were able to significantly increase the number of subscribers. Undoubtedly, the best result was given by Facebook game, with added



Chatbot

on ManyChat. The game gathered almost 10,000 participants, all of whom subscribed to messages and news from our client's site. The team of fragrancs.bg received about 9,800 messages on the company's Facebook page, thanks to the integration of a chatbot in the game. Similar games have been held several times, the first attracting about 3,400 subscribers and the second - about 6,000 people.



Content marketing

Content is an extremely important part of the development of any online store. Content is all those materials that you use to fill your site with information and products. This is an important step because it not only adds value, but helps to better index the site in search engines, improves user awareness and increases brand trust.

For fragrances.bg we:

- We created short texts for advertising campaigns;
- Products descriptions;
- Categories descriptions;
- Blog articles;
- Videos used for the blog and the Facebook page of Venera Cosmetics

Парфюмни тестери vs. официални маркови парфюми
от STEFKA GEORGIEVA - ЮЛИ 9, 2018



Чудите ли се каква е разликата между марковите парфюми и тестерите? Открийте най-точната информация в тази СТАТИЯ

Чудили ли сте се каква всъщност е разликата между оригиналните маркови парфюми и техните тестери? Тъй като темата е доста обширна, решихме да ви отговорим максимално точно и конкретно на този въпрос, без да се налага да търсите информация от куп различни източници.

Content marketing has helped us significantly improve the organic ranking of the website. Entire product categories ranked on the first page in search engines, thanks to the quality and unique content, as well as, good SEO optimization.

Social Media Posting

We planned an average of between 12 and 18 posts on the Facebook page. Conditionally, the publications were divided into four main topics:

- Publications with interesting information about perfumes;
- Engaging posts for a better level of communication with customers
- Publications for promotional products;
- Publications to increase traffic to the site.

Many of the posts were shared on the company's Instagram profile.

In the social networks we emphasize that the company has a physical store in Plovdiv. We have created, although less often, publications encouraging potential customers to visit the store, which is located in the city center.

On almost every second month organized a Facebook game with which to delight not only current but also potential customers of the company. The prizes were different - both certain products and vouchers, at a value submitted by the customer.

Email marketing

Email marketing can be an extremely useful tool for increasing the turnover of an online store, as long as it is used in a proper and not too intrusive way for the consumers.

With fragrances.bg we made the unanimous decision that two email campaigns per month are completely sufficient, compared to the results of the preliminary analysis of user behavior on the website. In email campaigns, we sent users information about current promotions and discounts, new blog posts, and information that could be useful to people.

Initially, we sent emails through the site's platform, created specifically for this purpose - faster and easier collection of emails. But in order to optimize the process we have integrated with Mail Chimp.

We made sure to run email campaigns for all e-mail subscribers about games and big upcoming discounts, such as Black Friday or Christmas.

Push Notification campaigns

Push Notification campaigns use specialized software that appears in the form of pop-ups in the lower right corner of the browser. One of the great advantages is that it is activated within 5 minutes after the start of the advertising campaign and is displayed not only on desktops and laptops, but also on phones and tablets.



Users can't help but notice the ad, as it is automatically displayed on the browser. The downside, however, is the fact that if a user subscribes to these notifications and receives them on a desktop computer, phone and tablet, they are counted as 3 ad impressions, without mentioning that they are the same user.

This is an efficient, fast and easy way to retarget old customers or people who are already a few steps down in the consumer funnel, even if they have not completed their order. We decided to work very carefully, because possible intrusion into the customer's space would lead to unsubscribing. For this reason, we launch similar advertising campaigns for special promotions and important information, which is described on the site fragrances.bg.

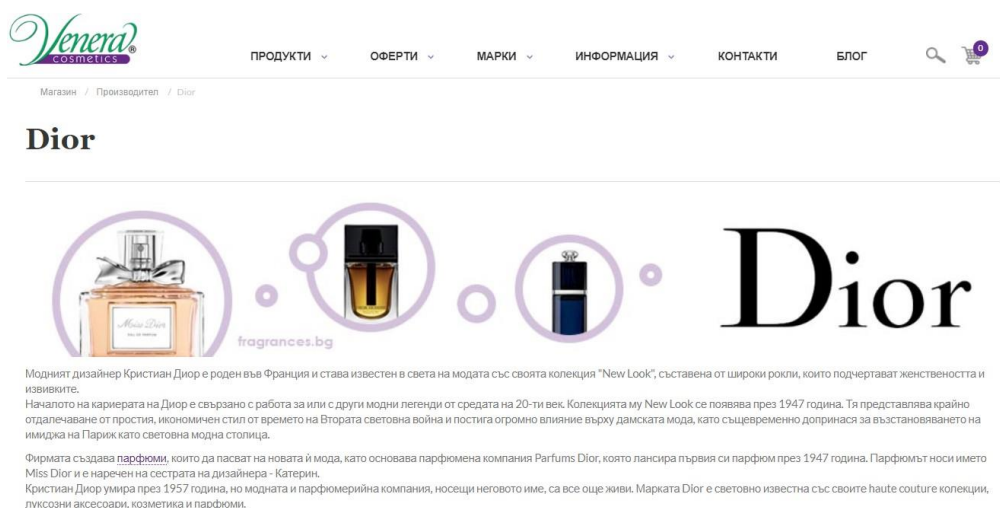
SEO

Creating and regrouping product categories

In order for search engines to correctly read which page is product, which is categorical, it is extremely important to create the most clearly and accurately described structure. This task is absolutely mandatory for any online store, so that the online platform can be ranked in good search positions not only with its home page, but through category and even product pages.

For Example:

The home page of our client is <https://fragrances.bg/>, but when users search on Google "Perfume Dior", for example, the site is classified with the appropriate category of products, namely perfumes of the fashion house Dior with the following page: <https://fragrances.bg/dior>. Content, part of the collaboration of Content Marketing and SEO, has been added to this product category.



Модният дизайнер Кристиан Диор е роден във Франция и става известен в света на модата със своята колекция "New Look", съставена от широки рокли, които подчертават женствеността и извивките.

Началото на кариерата на Диор е свързано с работа за или с други модни легенди от средата на 20-ти век. Колекцията му New Look се появява през 1947 година. Тя представлява крайно отдалечаване от простия, икономичен стил от времето на Втората световна война и постига огромно влияние върху дамската мода, като същевременно допринася за възстановяването на имиджа на Париж като световна модна столица.

Фирмата създава парфюми, които да пасват на новата ѝ мода, като основава парфюмена компания Parfums Dior, която лансира първия си парфюм през 1947 година. Парфюмът носи името Miss Dior и е наречен на сестрата на дизайнера - Катерин.

Кристиан Диор умира през 1957 година, но модната и парфюмерийна компания, носещи неговото име, са все още живи. Марката Dior е световно известна със своите haute couture колекции, луксозни аксесоари, козметика и парфюми.

Also, positioning the web site blog pages has extremely good results in terms of organic traffic. For example, when searching on Google for the phrase "what is the difference between a perfume and a tester", our client's site is positioned in the first place through this article in the blog <https://fragrances.bg/blog/mazhki-parfumi/parfiumni-testers-vs-perfumes/>.

Optimizing and updating the tags on the site

This is also an extremely important task, which must be completed from the very beginning. Alt tags are that part of the HTML code of the site that is applied in the web design and graphic elements of the site. Our main goal was to position the site when searching for images on the site.

For example, a user is looking for "Chanel women's perfume" but cannot remember the exact model of the perfume. For this reason, he searches for images to find the familiar perfume bottle. Our goal is to position the photos from the client's site in front positions in this type of user search. We are happy to share that the task has been completed and this activity continues to be performed for each new product uploaded in the online store fragrances.bg.

In order to optimize the process and not have to optimize the photos of each product manually, we used a formula of Alt and Title tags, which automatically generate the necessary for the customer notes on the product photos.

Creating external links

Creating external links from reputable, according to search engines, sites and media is a very important and extremely useful part of the SEO. This is a regular process that is performed every month to keep the site in one of the most competitive positions on the first page of Google with some of the highest priority keywords for our client.

We have created a number of articles and blog posts by popular fashion bloggers in our country, interviews with the owner of the online store in various national media, publications on fashion and lifestyle sites.

We also conducted PR campaigns through various media in order not only to add authoritative external links to the site, but also to reach new potential customers.

Results :

The results achieved by our client are the result of long-term cooperation and hard work. It is important to note that the team of fragrances.bg quickly provided all the necessary information for us so that the whole process of working together could run smoothly and successfully.

What did we achieve?

The positioning of the site is extremely good. It appears in the first position for keywords "original perfumes", "branded perfumes", but also in the leading positions in the search for specific products. According to the very competitive keyword "perfumes", in 2018 it reached the first position for a certain period of time.

<input type="checkbox"/>	парфюм bulgari	🔗	20	0.65	2	2	2
<input type="checkbox"/>	reveal calvin klein	🔗	40	0.55	2	2	2
<input type="checkbox"/>	azzaro chrome	🔗	390	0.69	3	3	3
<input type="checkbox"/>	герлен парфюм	🔗	70	0.47	4	4	3 ▲ 1
<input type="checkbox"/>	бошерон	🔗	140	0.56	2	2	2
<input type="checkbox"/>	булгари корал	🔗	30	0.56	1	1	1
<input type="checkbox"/>	бърбъри парфюм	🔗	90	0.66	1	2 ▼ 1	1 ▲ 1
<input type="checkbox"/>	парфюми без опаковка	🔗	40	0.79	1	1	1
<input type="checkbox"/>	парфюми венера	🔗	110	0.36	1	1	1
<input type="checkbox"/>	булгари парфюми	🔗	320	0.57	2	2	2
<input type="checkbox"/>	парфюми булгари	🔗	390	0.62	3	3	3
<input type="checkbox"/>	нишови парфюми	🔗	210	0.52	2	2	2
<input type="checkbox"/>	versace парфюми	🔗	170	0.59	2	2	2

The month with the lowest turnover for 2017 is January. The same applies to 2018, but then almost twice as much turnover was generated as the previous year.

The best results in both years were registered in December. For 2018 it is 37% more than in 2017.

The average monthly budget of the client for advertising throughout the year is between BGN 3,000 and 5,000.

Venera Cosmetics Facebook page reached 35,000 likes!

If you want to help your business grow, give it what it needs - high quality digital service. Contact us and we will consult you completely free of charge!

Thank you for
your
attention!

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