

Digital Marketing Consultations for Skincare Company

PROJECT DETAILS

📁 E-commerce Development

📅 Mar. 2021 - Ongoing

💰 \$200,000 to \$999,999

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"They will honestly set out achievable goals and deliver on their word!"

PROJECT SUMMARY

KlewdUp provided digital marketing consultations for a skincare company. Their key deliverables include growth in first-time customer sales and increasing engagement with existing customers.

PROJECT FEEDBACK

KlewdUp has delivered everything the client has been expecting. They maintained excellent communication, as well. They were dedicated professionals that knew their business while honestly setting out achievable goals and deliver on their promises.



The Client


Please describe your company and your position there.

I am the founder/director of HydroSkinCare Australian professional-grade skincare brand.


The Challenge


For what projects/services did your company hire KlewdUp, and what were your goals?

HydroSkin began in 2019 and in 2021 determined we needed an industry-proven Digital Marketing consultant to grow our business.

 **Parish Stapleton**
Founder & Director,
HydroSkinCare

 **Retail**

 **1-10 Employees**

 **Sydney, Australia**

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor and what were the deciding factors?

KlewdUp came to us as a referral from a colleague. We had tried a couple of firms with no success and my colleague said 'KlewdUp was a gun with Google'. We are grateful for her experienced recommendation.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

Scope of work - KlewdUp manages all our paid marketing channels, including Google Ads Facebook / Instagram ads, and provide expert advice on scaling our email marketing channels by maximising our usage of Klaviyo. The KlewdUp team act as an extension of our team and are always proactively provides ideas and eCom strategies to help scale our business.

Project steps

Key Deliverables: deliver growth in first-time customer sales and increase engagement with existing customers.

Technologies used: Klaviyo (email marketing), Google Ads, Facebook / Instagram ads.

How many people from the vendor's team worked with you, and what were their positions?

We work with two key people at KlewdUp. Rattan - Consulting Director. Neridah - E-Commerce Manager



The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

We have had continued growth through Digital Marketing since the initial launch with KlewdUp. The increases are through direct sales, increased exposure and customer engagement.

Describe their project management style, including communication tools and timeliness.

KlewdUp management style is very tailored and personalised. They maintain excellent communication and follow through on their commitments. The HydroSkin meets with them virtually every other Wednesday for a WIP in addition we are in communication via email on a regular basis or telephone if needed. They always make themselves available when requested.

What did you find most impressive or unique about this company?

Transparency. They are dedicated professionals that know their business. They will honestly set out achievable goals and deliver on their word!

Are there any areas for improvement or something they could have done differently?

Our business relationship is ongoing and continues to evolve. I genuinely think they are the best in the industry.

