

Digital Marketing Services for Cycling E-Commerce Shop

PROJECT DETAILS

 Digital Marketing

 Jan. 2020 - Jan. 2022

 Less than \$10,000

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"KlewdUp was incredibly knowledgeable in the e-commerce space."

PROJECT SUMMARY

KlewdUp developed digital marketing services for a cycling e-commerce shop. The team provided a digital strategy, website maintenance, and paid ads in order to increase the customer acquisition rate.

PROJECT FEEDBACK

KlewdUp's efforts successfully helped increase the company's EDM click-through rate by 50%. The team efficiently touched base with the client throughout the collaboration. Above all, their industry knowledge helped yield tailored and unique approaches.



The Client


Please describe your company and your position there.


I am the marketing manager of an e-commerce platform that sells globally.


The Challenge


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

Klewd Up was brought on board to manage our paid digital marketing and general e-commerce assistance from web development through to customer acquisition.

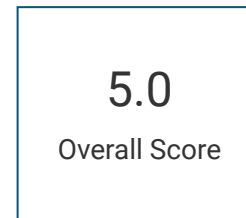
 Content Marketing, Cycling E-Commerce Shop

 Consumer Products

 1-10 Employees

 Sydney, Australia

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 3.5

Would Refer: 5.0



The Approach

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

KlewdUp was incredibly knowledgeable in the e-commerce space.

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

Working towards a number of key targets, we were able to make a digital strategy for the year ahead.

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

We were able to work with two members of the team with additional help from a developer.

The Outcome

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

We were able to see our EDM click-through rate rise to 50%.

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

They are incredibly efficient and are also in contact when you need them. Communication is key.

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

They're able to stay on top of trends within the market, but bring a tailored approach for our business.



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

They're great.

