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E-Commerce Marketing, PPC & SEO for Football Shirts Company

PROJECT DETAILS

Ecommerce Marketing, Pay Per Click, Search Engine Optimization

Jan. 2022 - Ongoing

Confidential

> *"I can always approach them with any query, and it is quickly sorted out."*

PROJECT SUMMARY

A football shirts company has hired Locals Talk to provide e-commerce marketing services to improve their profitability. The team manages paid ad campaigns on Google, Bing, Facebook, TikTok, emails, and SMS.

PROJECT FEEDBACK

Thanks to Locals Talk, 30,000 customers browse the site monthly, and the client turned over £1.1 million over the past 12 months. The team delivers on time and is available 24/7, even on weekends and evenings. They communicate well through virtual meetings, emails, and messages.

Locals Talk

The Client

Please describe your company and position.

I am the Director of Retro Mystery Shirts Ltd

Describe what your company does in a single sentence.

We sell football shirts

The Challenge

What specific goals or objectives did you hire Locals Talk to accomplish?

- Reach £1m turnover
- Improve profitability

Daniel Campbell
Director, Retro Mystery Shirts Ltd

Retail

United Kingdom

CLIENT RATING

5.0
Overall Score

Quality:	5.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0

The Approach

How did you find Locals Talk?

Referral

Why did you select Locals Talk over others?

- High ratings
- Close to my geographic location
- Pricing fit our budget
- Great culture fit
- Good value for cost
- Referred to me
- Company values aligned

How many teammates from Locals Talk were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

Locals Talk have provided a plethora of flexible services for our E-Commerce business. Not only have they ran successful, profitable paid ads across Google, bing, Facebook, TikTok & many more platforms, they have been very hands on with our website, helping us with the website design, which improved our conversion rate. In addition, Locals Talk have ran successful email and SMS campaigns and handled all of the graphic design themselves.
key deliverables:

- Successful paid ads
- SEO
- Website redesign
- Website maintenance
- Email marketing
- SMS marketing

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

• We have turned over £1.1m over the past 12 months.
• We have 30,000 customers browsing the site each month via the channels they manage.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

They always delivered projects on time, they were very approachable even on weekends and evenings. I can always approach them with any query, and it is quickly sorted out. Virtual meetings when requested were arranged promptly.

What was your primary form of communication with Locals Talk?

• Virtual Meeting
• Email or Messaging App

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

They were available 24/7

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

No areas of improvement that I can think of, they were excellent.