

Client Case Study

Client Description

Social media marketing service

Client Goals

- Increase revenue through niche targeting, increasing average purchase amount and increasing client retention
- Eventually spin off niche sites to focus on building core brand and client base

Our Solution

- Design & cobrand a small network of niche marketing sites
- Unify the backend of the business around the core brand with a single CRM and payment processing solution
- Craft compelling offers and content for each site to encourage purchases
- Rank each niche marketing site in Google to drive new business and fresh traffic
- After initial purchase from a niche site an email sequence introduced buyers to main brand to cross promote other services, drive repeat purchases and increase retention
- Crafted content and promoted it using social media services to drive additional traffic

Results Achieved

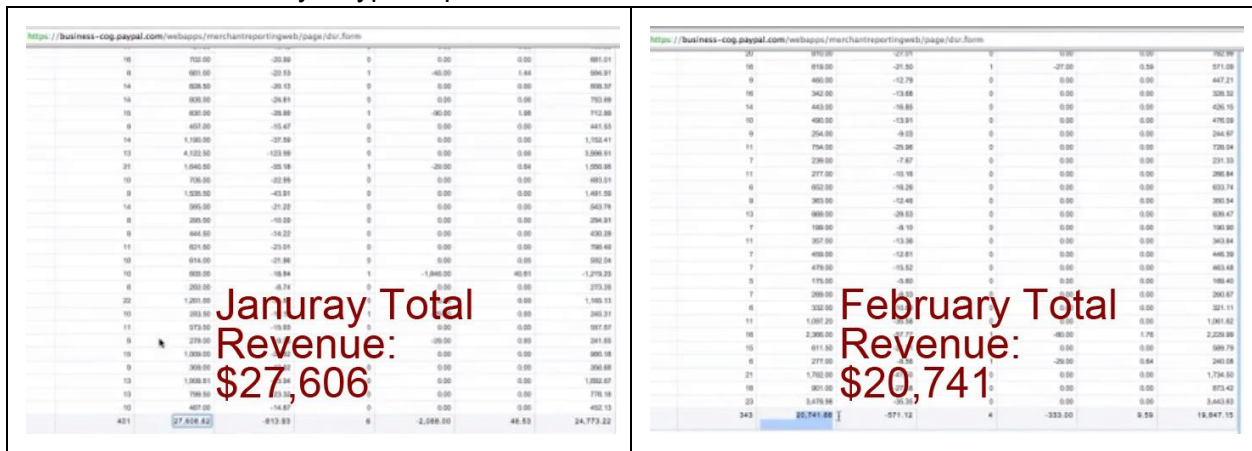
- Multiple high revenue months including an \$89,000+ month at the end of the campaign.

Total revenue by month:

- January: \$27,606
- February: \$20,741
- March: \$42,032
- April: \$81,555
- May: \$89,235

Screenshots of monthly Paypal reports

Month	Total Revenue
January	\$27,606
February	\$20,741



https://business-cog.paypal.com/webapps/merchantreportingweb/page/dur.forn

	2,257.00	-12.62	0	0.00	0.00	2,168.37
90	1,705.00	-61.54	2	-104.00	2.28	1,601.74
34	1,473.00	-47.66	0	0.00	0.00	1,425.34
34	1,610.00	-51.72	0	0.00	0.00	1,558.28
42	1,719.00	-57.36	0	0.00	0.00	1,661.64
25	2,153.00	-68.77	0	0.00	0.00	2,084.23
32	2,284.00	-70.60	2	-42.00	1.07	2,215.47
32	1,139.00	-38.59	0	0.00	0.00	1,100.41
28	1,290.00	-38.22	0	0.00	0.00	1,197.78
23	2,446.00	-76.36	2	-44.00	0.96	2,324.60
16	522.00	-19.17	0	0.00	0.00	502.83
24	1,420.00	-41.86	0	0.00	0.00	1,378.14
21	1,296.00	-41.12	0	0.00	0.00	1,254.88
14	709.00	-23.39	0	0.00	0.00	685.61
26	1,137.00	-38.86	0	0.00	0.00	1,100.14
36	1,087.00	-38.73	0	0.00	0.00	1,048.27
25	927.00	-34.43	0	0.00	0.00	892.57
12	561.00	-19.34	1	-27.00	0.86	534.80
21	1,037.00	-34.07	1	0.00	0.00	1,002.93
23	1,630.00	-46.23	0	0.00	0.00	1,583.77
22	864.00	-27.25	0	0.00	0.00	836.75
22	1,364.00	-41.12	0	0.00	0.00	1,319.88
16	692.00	-20.72	0	0.00	0.00	671.28
15	426.00	-14.41	0	0.00	0.00	411.59
16	602.00	-17.77	0	0.00	0.00	584.23
17	408.00	-12.77	0	0.00	0.00	395.23
23	2,079.00	-59.70	0	0.00	0.00	2,019.30
802	42,032.90	-1,307.93	14	-626.00	18.09	40,117.06

March Total Revenue: \$42,032

https://business-cog.paypal.com/webapps/merchantreportingweb/page/dur.forn

	2,257.00	-12.62	0	0.00	0.00	2,168.37
90	3,106.00	-61.61	1	-127.00	1.91	2,980.30
49	3,739.00	-115.08	0	0.00	0.00	3,624.91
90	3,964.00	-119.80	0	0.00	0.00	3,844.20
85	6,799.00	-216.50	0	0.00	0.00	6,582.50
49	2,261.00	-75.26	0	0.00	0.00	2,185.74
32	1,070.00	-39.42	0	0.00	0.00	1,030.58
36	1,636.00	-51.79	1	-17.00	0.94	1,609.75
34	1,682.00	-50.80	0	0.00	0.00	1,631.20
51	3,309.00	-83.08	0	0.00	0.00	3,225.92
58	2,032.00	-67.44	0	0.00	0.00	1,964.56
63	2,736.00	-87.13	2	-169.00	3.49	2,499.56
32	1,491.00	-49.79	0	0.00	0.00	1,441.21
42	2,864.00	-79.61	0	0.00	0.00	2,784.39
38	1,191.00	-41.84	1	-17.00	0.94	1,164.70
35	1,067.00	-41.43	1	-27.00	0.98	1,040.64
41	4,039.00	-114.10	1	-947.00	14.23	3,002.04
50	4,136.00	-119.97	1	-987.00	16.89	3,027.96
47	1,028.00	-35.88	0	0.00	0.00	992.12
27	1,961.00	-59.23	0	0.00	0.00	1,901.77
33	2,204.01	-61.23	0	-61.00	0.00	2,142.78
34	4,019.00	-103.72	0	0.00	0.00	3,915.28
32	1,476.00	-46.78	0	0.00	0.00	1,429.22
39	2,303.00	-71.78	0	0.00	0.00	2,231.22
49	1,762.00	-59.89	0	0.00	0.00	1,702.11
36	3,076.21	-88.88	0	-42.00	0.92	2,946.44
23	1,162.00	-38.10	0	0.00	0.00	1,123.90
1,284	81,655.74	-2,428.76	11	-1,870.01	41.44	77,905.41

April Total Revenue: \$81,655

https://business-cog.paypal.com/webapps/merchantreportingweb/page/dur.forn

	2,257.00	-12.62	0	0.00	0.00	2,168.37
17	736.41	-26.16	0	0.00	0.00	710.25
25	1,264.79	-41.73	0	0.00	0.00	1,223.07
35	4,096.55	-139.96	0	0.00	0.00	3,956.59
63	9,234.75	-146.05	2	-196.00	4.89	8,938.59
53	3,148.91	-66.21	2	-240.00	6.17	2,812.87
90	3,078.25	-61.23	2	-44.00	1.43	2,974.42
38	1,087.00	-38.12	0	0.00	0.00	1,048.88
38	1,037.00	-51.29	0	0.00	0.00	985.71
52	2,381.00	-102.62	0	0.00	0.00	2,278.38
62	2,136.00	-72.48	3	-414.00	10.67	1,660.19
62	3,378.00	-105.41	0	0.00	0.00	3,272.59
51	4,054.00	-115.31	2	-46.00	1.47	3,891.16
62	4,121.00	-127.33	0	0.00	0.00	3,993.67
96	3,095.33	-96.98	1	-80.00	1.76	2,918.11
45	1,776.00	-61.80	4	-110.00	4.41	1,666.61
24	2,320.00	-76.80	1	-27.00	0.86	2,217.26
39	2,963.00	-90.19	3	-126.00	3.03	2,840.84
99	4,228.00	-125.20	0	0.00	0.00	4,102.80
79	3,007.00	-87.00	0	0.00	0.00	2,920.00
67	3,479.00	-97.71	0	0.00	0.00	3,381.29
73	2,540.00	-77.11	0	0.00	0.00	2,462.89
64	2,837.00	-82.00	0	0.00	0.00	2,755.00
37	1,983.00	-61.00	0	0.00	0.00	1,922.00
60	3,401.40	-91.00	0	0.00	0.00	3,310.40
75	3,026.00	-81.00	0	0.00	0.00	2,945.00
77	4,111.13	-106.00	1	-86.00	1.05	3,925.13
62	3,471.49	-143.24	0	0.00	0.00	3,328.25
1,807	69,235.90	-2,745.48	30	-1,799.90	49.65	64,741.17

May Total Revenue: \$89,235