



www.ikecho.com.au

## COMPANY DESCRIPTION

Australian wholesaler of the world's finest quality pearls. Creating contemporary designs, which follow the world's trends. Supplying Australia & NZ with an extensive range of South Sea, Tahitian, Akoya, Mabe and Chinese Freshwater Pearls.

## STRATEGY

Grow followers on social media with the ultimate goal to drive sales.  
Improve engagement to build brand awareness and loyalty.  
Build campaigns around special occasions to drive conversions.  
Drive traffic to a new website and e-commerce store.  
Build database and newsletter subscribers.  
Use data to make informed decisions on targeting & retargeting.  
Establish, create and maintain a quality content library for posts.

## SOLUTION

Conceptualise, Implement 12-month strategy & monthly calendars.  
FB ads to find new audiences, target subscribers & website visitors.  
Showcase quality of pearls with influencer marketing.  
Build custom audiences from web traffic & ads to target & drive sales.  
Target consumers around special occasions & interests.  
Retarget cart abandonments to drive conversions.  
Manage online community to build brand advocacy & engagement.

## BUSINESS RESULTS

- successful launch of e-com site
- 3 x rev MoM on e-com site
- doubled website traffic
- sold out 2 new lines in 2 weeks
- new market opportunity in USA
- Brand Awareness exploded
- introduced new opal range

## SOCIAL MEDIA RESULTS - 12 MONTHS

- Facebook growth - 48%
- Instagram growth - 100%
- Engagement up - 70%
- 4 x ROAS on ad spend
- impressions up - 1.1M
- ad spend down - 60%

## TESTIMONIAL - ERICA MADSEN/DIRECTOR & DESIGNER

We used to source our own creatives & social media posts which was particularly challenging when you are trying to do other billion things at the same time. socialBuzz just came at the right time. We didn't want just anyone who would publish random posts but wanted AND NEEDED someone who was professional, who could understand our needs and nature of our business. socialBuzz is proactive and continuously looking for ways to make our business better. We have a lot of website traffic and conversions because of their strategic ads and posts. They are easy to deal with and transparent. Thank you, socialBuzz!

