



LIVE FIT.[®]
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FROM OUR CLIENT

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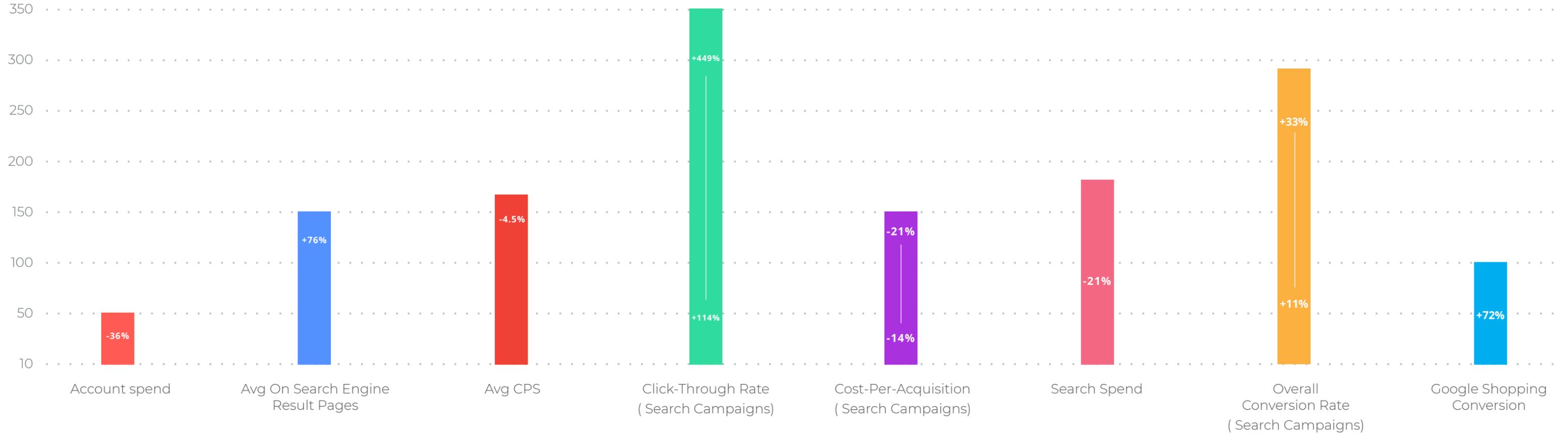
“Unlike some other agencies, SWA's specialists have always been actively engaged and there is never radio silence from them. It's almost like they have been an extension of our team, and we could always rely on them for insight and questions that we have. We really appreciate all the insights thier team has been giving us. Digital Marketing Trade-has been a very important part of our success. They're going to be a very important part of your team and definitely a long-term partner. I highly recommend Digital Marketing Trade.” — **client Live Fit Apparel**

An ecommerce client that sells apparels for all genders came to **Social Wallet Agency** to help with its **search engine optimization**, wanting to increase visibility organically because most customers were finding the company's juicers only through business-name searches. A few months into the SEO strategy, they also asked team to help with its **pay-per-click campaign**.

Social Wallet Agency integrated cross-channel online marketing using SEO and pay-per-click. In the pay-per-click marketing, We saw great results across the whole AdWords account.

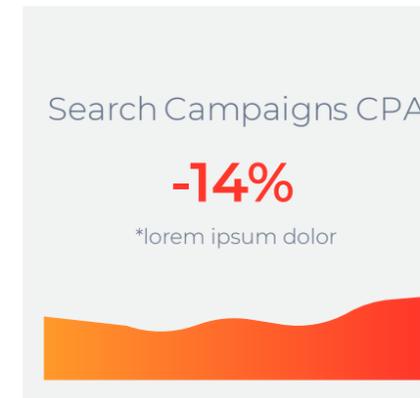
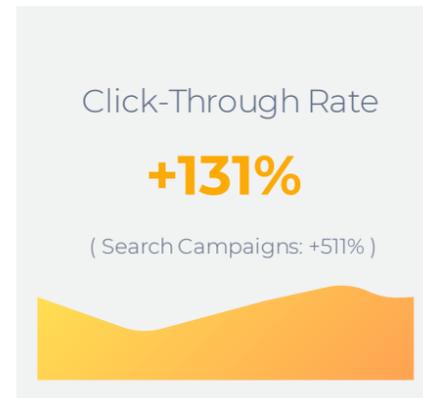
The year-over-year AdWords improvements included:





Fitness groups are the ecommerce business' biggest target market. Leading up to it,

SWA optimized its Google Shopping campaign to better utilize spend and decrease irrelevant traffic/search terms. For this market segment, the year-over-year improvements included:



Executing The Strategy:

As part of the **SEO** strategy implemented, **We** optimized the ecommerce business' images, provided content ideas and built links for the company. Social Wallet Agency reached out to several top fitness bloggers to secure important links to help it rank higher in keyword searches. Social Wallet Agency also incorporated fitness influencers on the website to increase organic rankings as well. The efforts paid off with Social Wallet Agency helping the business compete organically with other ecommerce competitions.

Social Wallet Agency performed a **PPC** audit initially once the ecommerce business started using the service. Our experts immediately created negative keywords lists, paused overlapping/duplicate keywords, created new ad copy and corrected conversion tracking.

Social Wallet Agency then began improving click-through rates of ads and keyword-quality score. Our team also optimized the “Shopping” campaigns for the store, reducing wasted spend by creating priority shopping campaigns using negative keywords to control the traffic. The specialists at SWa created new ad copy in all ad groups utilizing the keyword in the headline, description line and including call-to-actions. The company’s **PPC** sales doubled year-over-year and its PPC ad spend reduced by 400 percent.



Social Wallet Agency also created a Bing Ads account for the ecommerce business to run during the holiday season that created a big boost in revenue with a 3.1 percent conversion rate.

Our Google Ads efforts for the ecommerce business saw a year-over-year increase by 81 percent in transactions, 87.4 percent increase in revenue and a 101 percent jump in click-through rate.



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