



SEO & Email Marketing for Fashion Brand

PROJECT DETAILS

 SEO & PPC

 Feb. 2021 - Ongoing

 \$50,000 to \$199,999



"They're very responsive, and we're always able to have frank conversations."

PROJECT SUMMARY

Ignite Visibility provides SEO and email marketing services to a women's fashion brand. They collaborate closely with the client on keyword research and create different SEO and email marketing strategies.

PROJECT FEEDBACK

Thanks to Ignite Visibility's work, the client has doubled their SEO traffic, more than doubled their SEO revenue, and tremendously improved their email revenue. The team is highly communicative, helpful, and great at meeting deadlines. They're also very responsive and technically skilled.



The Client

Introduce your business and what you do there.

I'm the VP of marketing at Fram and Partners, a women's fashion brand.

The Challenge

What challenge were you trying to address with Ignite Visibility?

We had just migrated our site onto Shopify, but a lot of our SEO rankings were lost after the migration, so we needed help with improving our rankings back.



Ernesto Reyes
VP of Marketing, Fame and Partners



Beauty & Cosmetics

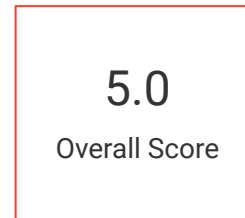


51-200 Employees



Los Angeles, California

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

Ignite Visibility helps us with our SEO and email marketing. First, they took over our SEO efforts. We provided them with a list of keywords we wanted to focus on since those were the best performing words we had before the migration, and they've been improving our rankings since. After 4–5 months of working with them, we decided to get their help for our email marketing efforts as well due to their responsiveness and expertise.

Currently, we work very closely with Ignite Visibility on our keyword research and strategy. However, they're the experts, so we rely on them to help us drive a lot of those strategies.

On the other hand, we give them free reins to handle our email marketing. Still, they have an email marketing plan that they share with us and ask us for our input on a weekly basis. They come up with the concepts and designs, and we just give them an overall direction, making adjustments when needed.

For this part of the project, Ignite Visibility categorizes our users according to their level of engagement, focusing their efforts on the most engaged users. However, they also have a re-engagement plan to make us noticeable for people who previously didn't open our emails.

What is the team composition?

On the SEO side, we work with two people from Ignite Visibility, who are our main points of contact, and two more people who work in the background and join our calls. We work with two other people on the email marketing side, and they also have copywriters and creative designers working in the background. From their entire team, Monique (Project Manager) is our primary contact; I can reach out to her with any request, and she makes it happen.





How did you come to work with Ignite Visibility?

I did research and called several different agencies, including Ignite Visibility. I ultimately chose them due to their expertise and ease of communication.

How much have you invested with them?

We've spent about \$80,000 on the SEO services and \$60,000 on the email marketing services.

What is the status of this engagement?

We started working together in February 2021, and our engagement is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Comparing February 2021, when we first engaged with Ignite Visibility, with February 2022, our SEO traffic has doubled, and our revenue coming from SEO has more than doubled. Additionally, they've been able to push up our ranking significantly in the keyword categories that we've asked them to focus on. As for email marketing, our email-driven revenue has gone through the roof, improving significantly as well.





How did Ignite Visibility perform from a project management standpoint?

Ignite Visibility is very good at project management. As a small company ourselves, it is usual that we find challenges our bottlenecks along the way due to our limited resources. However, they're very good at pushing us and reminding us about timelines and milestones. Additionally, we've never had a problem from their end; whenever they promise a deadline, they deliver by that date.

We use Basecamp to manage the project. Since our development team is based in China, we agreed to use Slack to communicate, but we also communicate via email and phone calls.

What did you find most impressive about them?

Communication is what Ignite Visibility does exceptionally well. They're very responsive, and we're always able to have frank conversations. Obviously, their technical skills are also very good, and they have an impressive ability to take our feedback and make adjustments that meet our needs. Overall, they're very nimble, and we enjoy working with them.

Are there any areas they could improve?

Recently, we experienced that their sales team was a bit slow to respond, which was surprising considering how quick and responsive our day-to-day team is. It would be great if they could improve on that aspect.

Do you have any advice for potential customers?

Be transparent with them regarding your expectations, and they'll step up to that. As long as your communication with them is clear, they're very good at meeting and exceeding expectations.

