

DIGITAL MARKETING CASE STUDY

ZAHIRA DOMENECH



pix-l graphx



THE OBJECTIVE

Zahira Domenech, being an already successful self-help influencer, strived to optimize not only her social presence online but also growth in educating people through her courses.

While performing organic tactics to raise followings across social platforms, Zahira came to us with the desire to begin paid traffic advertisements with the most optimal results possible for her spend.

We believed that with the right targeting and creativity put in place, traffic to Zahira's landing page would increase exponentially. After we implemented our marketing strategy,

Pix-l Graphx helped Zahira achieve her highest online growth and volume of traffic to her website since inception.



ZAHIRA DOMENECH

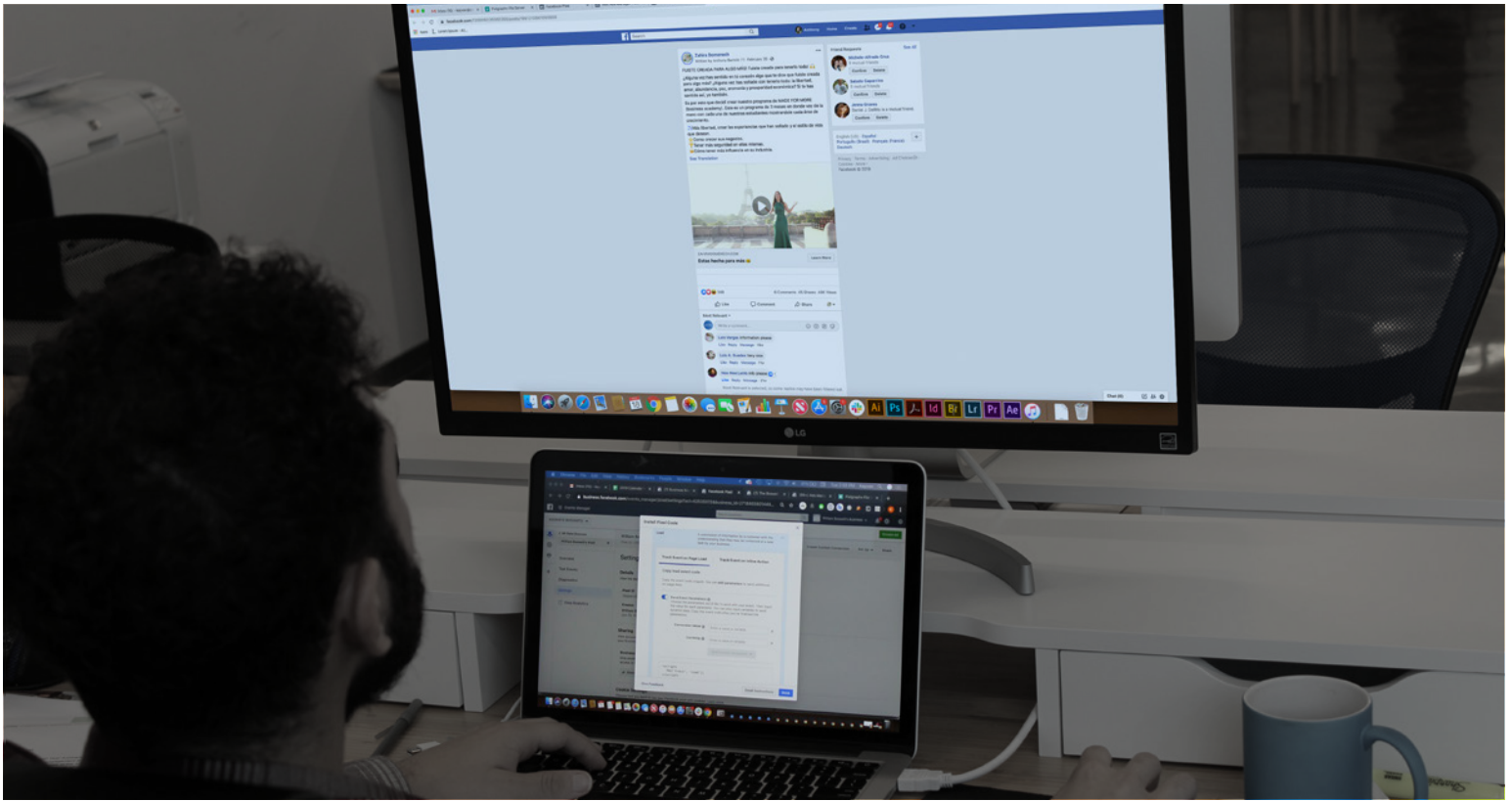
— Lifestyle . Education . Creative Studio —

PIX-L GRAPHX HELPED ZAHIRA DOMENECH

**INCREASE BRAND
AWARENESS**

**INCREASE TRAFFIC TO
LANDING PAGE**

**INCREASE COURSE
PURCHASES**



THE SOLUTION

PRODUCTS

GRAPHIC DESIGN

VIDEO AD CREATION

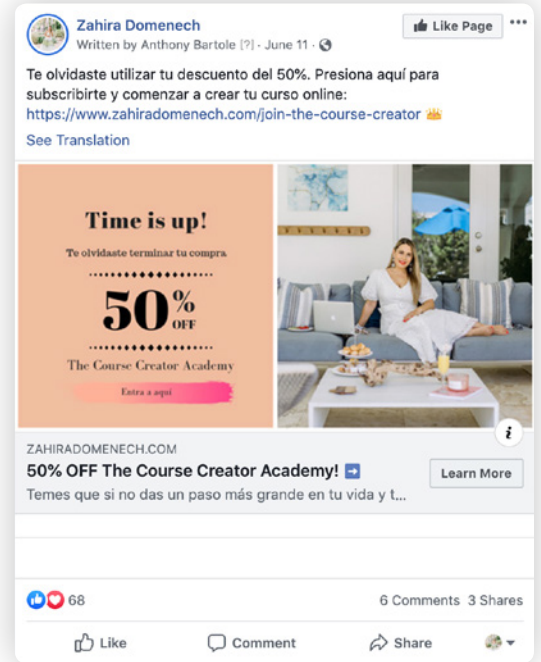
DIGITAL MARKETING

APPROACH

- High Quality visual content that will draw the audience to engage
- Utilizing & seeding audience data within best algorithm practices
- Social Media Marketing designed to efficiently draw users to landing pages with registraion forms and lead generations forms.

STRATEGY

- Created responsive content that will engage the audience
- Using achieved data to target the highest quality users most likely to engage with and visit the website
- Optimally tailored digital campaigns that aggregated all engaged users and obtained brand new cold audiences most like the target audience



ONLINE RESULTS

ADVERTISING TIME FRAME: 6 MONTHS

Zahira Domenech's social presence, website traffic & course purchases all experienced extremely enhanced performance following our commencement of social ads. Our optimized performance resulted in 156 purchases amongst Zahira's various courses, producing \$137,125 in revenue.

UPON COMMENCEMENT OF DIGITAL ADVERTISEMENTS, ZAHIRA DOMENECH SAW INCREASES IN THE FOLLOWING AREAS

+300%
TOTAL CLICKS

+200%
TOTAL LINK CLICKS

-70%
COST PER CLICK

15.1X
RETURN ON AD SPEND

And achieved a click-through-rate more than double the national industry average.*

*Education Industry

FACEBOOK & INSTAGRAM: PAID AD PERFORMANCE

TOTAL SPENT: \$8,519.97

Advertising Time Frame: 7 months

9,557

LINK CLICKS

+197.26%

32,315

TOTAL CLICKS

+302.03%

2.35%

CLICK THROUGH RATE (CTR)

+221.92%

\$0.26

COST PER CLICK (CPC)

-75.47%

1,375,085

IMPRESSIONS

+80.78%

\$0.89

CPC (LINK)

-66.42%

\$6.20

COST PER 1K IMPR. (CPM)

-44.64%

156

PURCHASES

\$54.62

COST PER PURCHASE

FACEBOOK



Page likes: **1,613** +40.89%
People Reached: **1,440,743** +95.07%
Post Engagements: **78,010** +40.09%

INSTAGRAM



Total Revenue: **\$137,125**
Total Spend: **\$8,519.97**
ROI/ROAS: **15.1X**