

## CASE STUDY: ENHANCING E-COMMERCE PROFITABILITY WITH META ADS AND SOCIAL MEDIA STRATEGIES

# INTRODUCTION

In the ever-evolving e-commerce industry, an effective digital marketing strategy is crucial for success. Sajid Saeed, the owner of **ITIS MAKEUP**—a leading cosmetics and jewelry store in Pakistan—recognized the need to boost his online sales and strengthen his social media presence. Seeking expert assistance, he reached out to The StartupLeads, a marketing agency renowned for its proficiency in social media and meta advertising. This case study details how **The StartupLeads** transformed ITIS MAKEUP's e-commerce business using targeted meta ads and strategic social media campaigns.

## THE CHALLENGE

**Sajid Saeed primary goals were to:**

- ✓ Develop and optimize social media accounts for ITIS MAKEUP.
- ✓ Drive online sales through effective meta ads.
- ✓ Maximize Return on Ad Spend (ROAS) within a limited budget.

Although **ITIS MAKEUP** offered high-quality products, it needed to leverage social media and digital advertising to expand its reach and increase sales.

## OUR APPROACH

**Social Media Development**

Established and optimized social media accounts on Facebook, Instagram, TikTok, and Pinterest.

Focused on creating a cohesive and attractive brand presence across all platforms to engage potential customers.

These influencers generated engaging content, highlighting the quality and appeal of the products.

# INFLUENCER COLLABORATION

Partnered with various female influencers in Pakistan, requesting them to create collaborative videos featuring ITIS MAKEUP products.

These influencers generated engaging content, highlighting the quality and appeal of the products.

## CAMPAIGN EXECUTION

### 1. Funnel Creation and Ad Setup

Developed a strategic sales funnel, starting with influencer-generated content to build trust and credibility

Set up sales campaigns using the influencer videos, ensuring the ads were visually appealing and persuasive.

### 2. Traffic Campaign

Ran ads on multiple platforms (Facebook, Instagram, TikTok, and Pinterest) to determine the most effective channels for driving sales.

### 3. Budget Management and Optimization

Initiated the campaign with a minimal budget of \$100 for each platform.

Focused on maximizing ROAS by closely monitoring and optimizing ad performance across all channels.

## RESULTS

### Facebook and Instagram

Budget Allocation and Spend: Spent \$100.

Sales and Conversion: Achieved 109 orders within 2 days

Outcome: Demonstrated exceptional conversion rates, indicating the high effectiveness of influencer collaborations and targeted ads.

### Enhanced Online Presence

Increased brand visibility and engagement on social media platforms.

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## TIKTOK

Budget Allocation and Spend: Spent \$100

Sales and Conversion: Achieved 79 orders within 2 days.

Outcome: Showed strong performance, proving to be a valuable platform for reaching a broader audience.

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## PINTEREST

Budget Allocation and Spend: Spent \$100.

Sales and Conversion: Achieved 39 orders within 2 days.

| Off/On                   | Ad set                     | Results | Reach                | Impressions | Cost per result | Purchase ROAS (return on ad spend) |
|--------------------------|----------------------------|---------|----------------------|-------------|-----------------|------------------------------------|
| <input type="checkbox"/> | Advantage+ shopping cam... | 109     | 35,421               | 39,193      | 55.00           | 6.6                                |
| Results from 1 ad set ⓘ  |                            | 109     | 35,421               | 39,193      | 55.00           | 6.6                                |
|                          |                            |         | Accounts Centre a... | Total       |                 | Average                            |