

Development & Digital Marketing Case Study - STIG

560.13% Revenue Increment only from Organic Traffic in **just 6 Months**

About Client's business

STIG introduced the product named STIG to make vaping an enjoyable and pleasurable experience. The prime objective of the device is to help the smokers to make a slow transition from smoking to vaping. The company wants to introduce something that a user can use without any difficulty as well as can carry anywhere. With the aim to make a smoking free world STIG came with the idea of using disposable pod devices.

STIG approached us to develop an e-commerce website and to take care of all the digital marketing needs a year ago.



Objective

After STIG approached us, our primary objective was to develop a user-friendly website that can attract the customers through its unique design and colorful structure. Due to the smaller number of products, the objective was to build a single page website with the aim to keep the buying option simple and easy.

Development Objective:

Our basic development objectives were the followings:



Security



**Top-notch Feature
& User Friendliness**



**Clean Coding &
Fast Website**



**Traffic & Server
Management**

A Payment Gateway is an important part of any e-commerce platform, so our objective was to give the website a secured payment section for both the wholesale and retail section.

Our objective was to make a user-friendly website through which the customer can buy the product by investing least possible time. So, we wanted to implement some top-notch features in the website. On the other end, we also wanted to make the operations easy for the site admins.

We focused on implementing an updated **CMS** to help the company to manage the website without any technical help of the developers. So, we aimed to keep the coding clean.

We knew that a huge traffic will hit the site once it would be live so our objective was to use improved Server to manage the traffic properly.

Digital Marketing Objective:

On the side of marketing, our focus was on the branding of the product as STIG was a brand-new product and we need to boost the sales through *large quality traffic*.



Challenge

Nearly a year ago when STIG has chosen us as their **IT and Digital Marketing partner**, the biggest challenge for us was to develop a great website with all the built-in functionalities and to launch a successful digital marketing campaign to generate revenue for them.

Development Challenges

Stock Management: The client has warehouses at different locations. However, the client's demand was to operate all the different locations through a single point of interface. It was a challenge for the developers to create a single interface that will be able to manage all the warehouses stocks of different locations.

Advance Reporting System: The client asked us for an advanced reporting system through which he can be able to generate all the details of the inventory and sales. Incorporating a new report system with advanced features within the Magento 2 platform was a challenge as it requires a high-level alteration in database structure.



Digital Marketing Challenges

On the part of digital marketing, the single page website was a challenge for us. We know it is highly difficult to get rank for the single page website as you have a very less amount of content to put.

Already there were established companies like Juul, Myle, so compete with them and establish our new brand became a tough challenge for us within a defined budget.



Services Taken:

Development

-  Ecommerce Site Development & Design
-  Data security and Backup
-  Maintenance

STIG had chosen these services from the bouquet of services we offer. Their primary demand was to develop an updated e-commerce website with customer a customer friendly UI. Next, they aimed for a topnotch Digital Marketing service to promote their brand and increase the sales.

Digital Marketing

-  Brand establishment
-  Search Engine Optimization
-  Social Media Optimization
-  Online reputation management
-  CRO
-  Sales generation

Insights

Our first plan was to prepare an error-free website as fast as possible. Once completing the website, we shifted our focus to identify the possible digital marketing strategies to implement.

We did a competitive analysis and **SWOT** (Strength, Weakness, Threat & Opportunity) analysis to build a strong digital marketing strategy.

We shortlisted target specific keywords to optimize and implement them in our content marketing strategy.

Approach



Development Approach

To achieve our objectives, we took the following approaches.

- ✓ Secured payment gateway Authorize.net
- ✓ Used Magento 2 platform
- ✓ Store locator function
- ✓ simple two step buying
- ✓ AWS cloud server for traffic management
- ✓ Daily backup

Building a secured website was the primary objective of our developers. To keep the payment safe, we implemented a third party secured payment gateway **Authorize.net** in the **Magento 2** platform. Magento 2 CMS helps to maintain a clean coding structure.

We always aimed to give some topnotch services to the customers. So, we implemented a store locator function in the site, through which a customer can find the nearest store location from which he can buy the product physically. We also created an automated promotional campaigning function for the site admin.

However, to make the online purchase easy, we implemented a simple two step buying process. You just need to select the product and checkout.

We were enough confident of our digital marketing strategy, so we used the **AWS cloud server**, which can handle huge traffic besides providing data security. We used to monitor and take daily backups to give an uninterrupted service to STIG.

Digital Marketing Approach

We knew it well from the starting that we would face tough competition. So, based on the competitor' analysis we aim to provide a value-driven user experience. We took the following approaches for **Digital Marketing**.

Site Optimization and SEO

We optimized the content with the right keywords to make it easy for **Google** bot to crawl the content and to put the site on a higher position in the **SERP** for the relevant keywords. We added a few relevant points, which we found user-friendly and deleted few which are not.

We focused on developing a solid content marketing strategy to give the visitors a value driven result. We start producing content which are adds value to the user' query. The prime focus of our contents was the following.



Awareness



Evaluation



Purchase

We categorized our content based on the above-mentioned points to funnelled the journey of the visitor to customer.

We build quality backlinks, which ultimately serves the purpose of securing higher ranks in **Google SERP**.

Remember that it is not just posting the contents, but posting the relevant contents matters most.

SMO

Social media is the most powerful tool of this generation. So, we used various social media platforms like Facebook, Twitter, Pinterest, Instagram to promote the **STIG** product to make awareness about the product. Later, we started these platforms to promote and sales our products to increase help in engagement and sales conversion.



Thus, our collective effort helps us to reach our goal. You can see the reflection of these collective efforts in detail in the result section.

Brand Establishment & Managing online reputation

We focused on effective branding and thus managing the online reputation was a big part of it. We ensured that no low-quality link could affect our site reputation. By improving the privacy policy of the social media accounts, we ensure a clean reputation. We strictly monitor the **reviews on Google**, Social sites and maintain them properly.

CRO

Several digital marketing firms stopped by just diverting the traffic to the sites. However, we do not. For us, conversion is more important. By doing the AB testing, we kept a close look at the reaction of the visitors and the performance of the landing page. During the process we have redesigned the landing page of the site unless we reached the perfection. We analysed the analytic reports and performed the amendments as needed.

Results

345.28% increment in traffic
whereas sales increased by
422.78% without a single
complain of site down

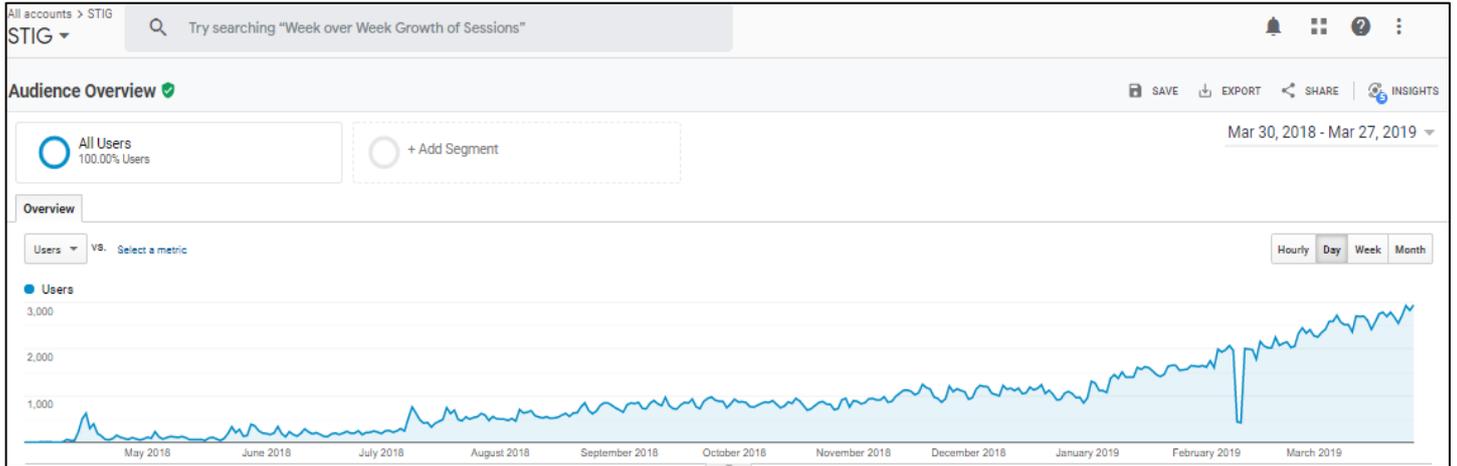


The collective efforts from our development and digital marketing team displayed an incredible result. Since the site went live, we never got a single complaint of hacking or site down. Great speed and responsive design sails it through both the desktops, laptops and mobile devices smoothly.

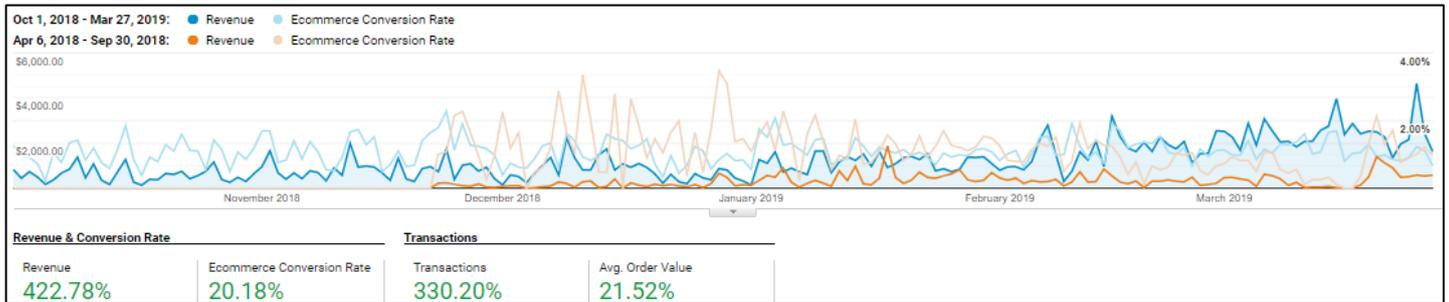
- ✓ More than **30 security** threats are blocked even before they could affect the site in the **last 6 months**.

Our Digital Marketing efforts are no less than our development efforts, rather remain a step ahead which is reflected in the results. Take a look:

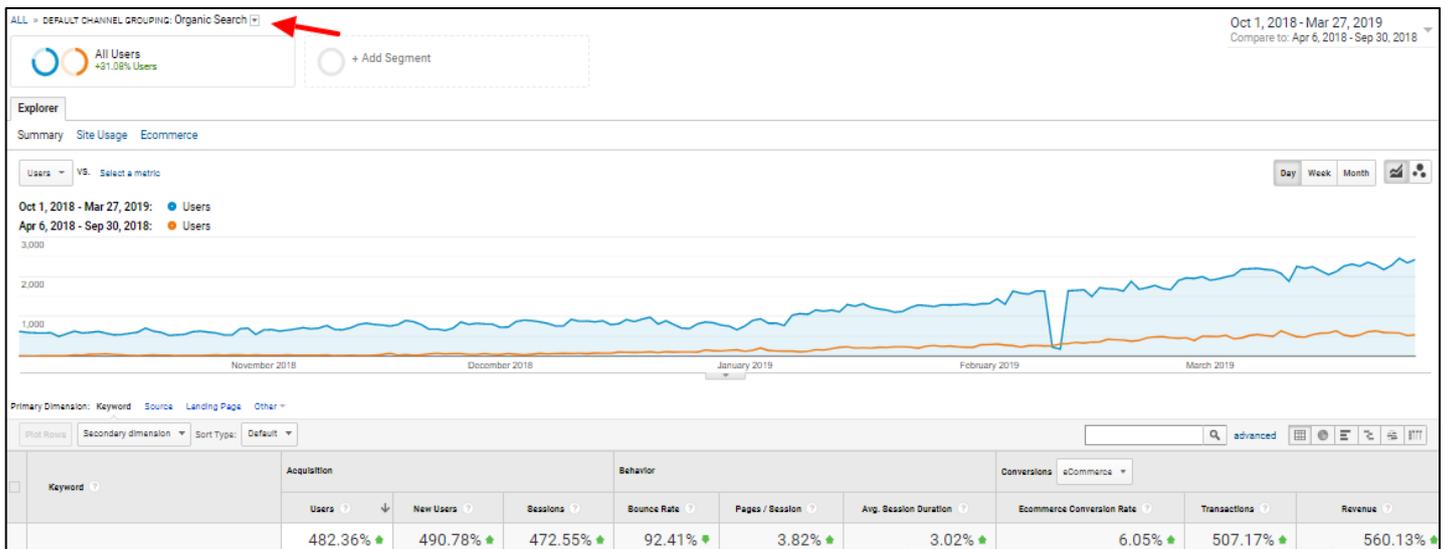
✓ We have seen a **345.28%** total traffic improvement in the last **6 months**



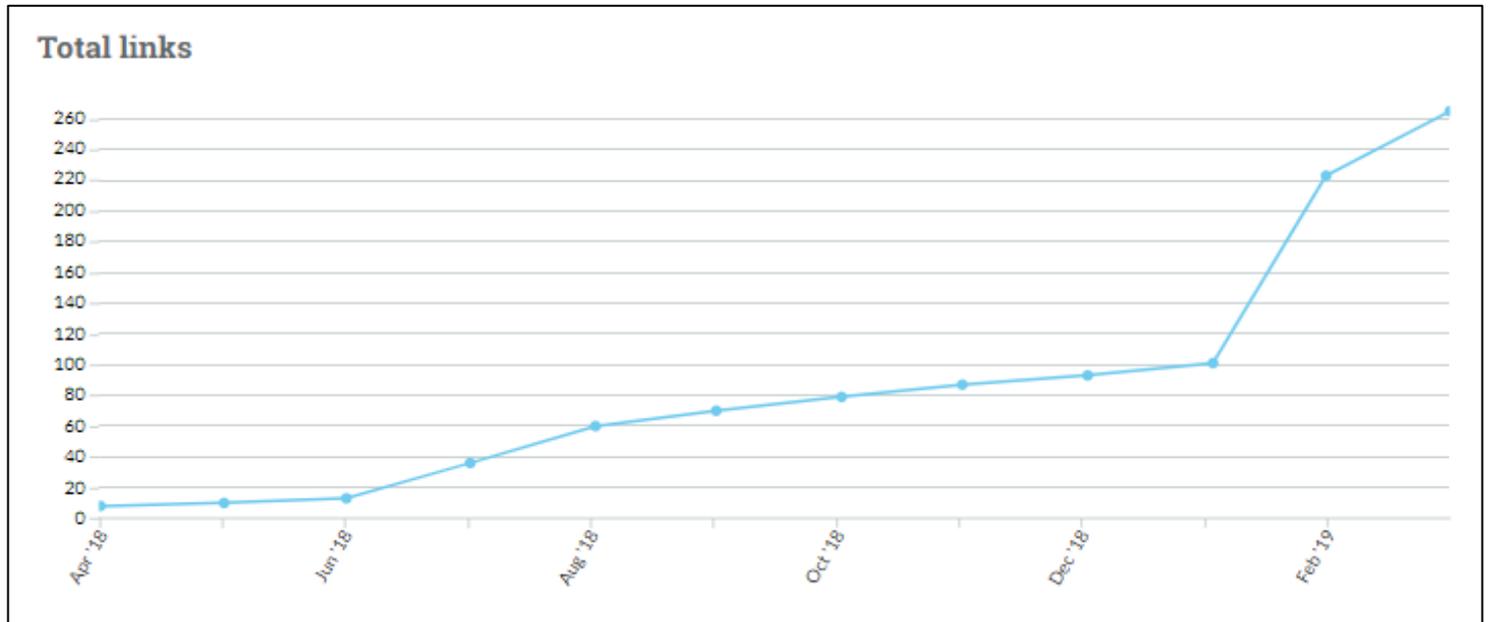
✓ We recorded a fabulous **422.78%** Sales increment in the last **6 months**.



✓ **482.36%** organic traffic improvement, we managed **507.17%** sales increment only from the organic traffic. The traffic leads to a successful **560.13%** revenue increment from organic traffic.



- ✓ More than **1000+** keywords ranked in **Google USA** for one single page website, which is indeed an incredible performance.
- ✓ Our efforts paid us in the way of **435%** increased backlink in the last **6 months**.



- ✓ The bounce rate drastically decreased by **96.29%** in the last 6 months. The currently bounce rate is only **0.41%**, a mere negligible one.

For more case studies or to discuss your digital marketing objectives, Contact us at support@techievolve.com or call +1 877-362-5550
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