

HOW SOCIAL MEDIA SHOP HELPED A DESIGNER FIREPLACE COMPANY INCREASE SALES BY MORE THAN 30% IN 12 MONTHS!

A Social Media Shop ZA Case Study



FIRESOENCE ARCHITECTURAL FIREPLACES



FIREPLACE SALES

30%
increase

WEBSITE TRAFFIC

100%
increase

WHAT WE ACHIEVED FOR
CLIENT

**Milestones
in first 12
months**

**DURING THE
PANDEMIC:**

100k visitors to website-
previously less than
100/month

Average 50 email leads/month

Regular lead pipeline ready to
close

New international clients for
export

Firescience is a Fireplace and Barbecue Retail and Installation business that supplies and installs units locally and also sells their products nationally through selected specialist retailers.

When they approached Social Media Shop they had attempted Google Ads with not much success and had no regular social media presence both organic and paid. They wanted to stand out from their competition in the market and also get wider recognition for their quality products to drive more sales.

THE CHALLENGE

Firescience's #1 goal was to grow their online presence and sell more fireplaces and BBQ's.

In a crowded local market, they knew their digital appearance was important as their competition were very active in the space and getting great exposure. They had also been selling B2B and dealing almost exclusively with developers, retailers, architects etc. which made them reliant on the new home construction and remodelling markets for the bulk of their income.

Firescience wanted to find a way to find more consistent and regular sales for their products and they approached us for a solution.

"Social Media Shop has had a massive impact on my business in the B2C market. I was sceptical about the benefits of digital marketing at first but started seeing my return on investment from the second month of working with them." - Owner

The Solution

A change of strategy from B2B to D2C

After an audit of their online presence, we updated and optimized all their online profiles across social media and their Google Business Profile. We also looked at their website and advised their developer on technical areas that needed to be updated before we could start their online advertising. We initially started with Google Search Ads to build targeted and search intent traffic to their site for 30 days.

We then launched social media ads across Facebook and Instagram in tandem with Google Ads to give them an omni-channel presence online and build regular and quality traffic to their website. We studied and segmented the data of the visitors which help us to decide the strategy for future campaigns as well as remarketing ads.

This approach was important for the long-term goals and growth as what we found with this client (as we do with many others) is that they were under the impression that they had a website so they were visible online but this is not the case for many business who receive little to no traffic from potential customers as they only have a catalogue website and Google doesn't even know they existso how should customer!

The Results

Within 6 months we were able to demonstrate a minimum average increase of \$16000 per month in sales.

Not only did the sales increase through an increase in more quality traffic and website enquiries but the brand was also exposed to new international markets. The advantage at the time which we didn't know when we started was the Pandemic and the construction industry shutting down which would heavily impact Firescience's business with their original B2B strategy.

Bernard S, the company owner , had this to say about our service:

"Their service not only helped me through the difficult Covid period but also allowed me to expand my business into new markets with a regular pipeline of leads."

**DOES YOUR BUSINESS NEED TO BE
MORE VISIBLE ONLINE?**

**DOES YOUR WEBSITE NEED TO START
BEING A LEAD GENERATION TOOL AND
NOT JUST A CATALOGUE OF YOUR
PRODUCTS OR SERVICE?**

We all know that customers and leads are the lifeblood of any business. We can help you find those ideal customers online.

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