



Titanium Rings

titaniumrings.com

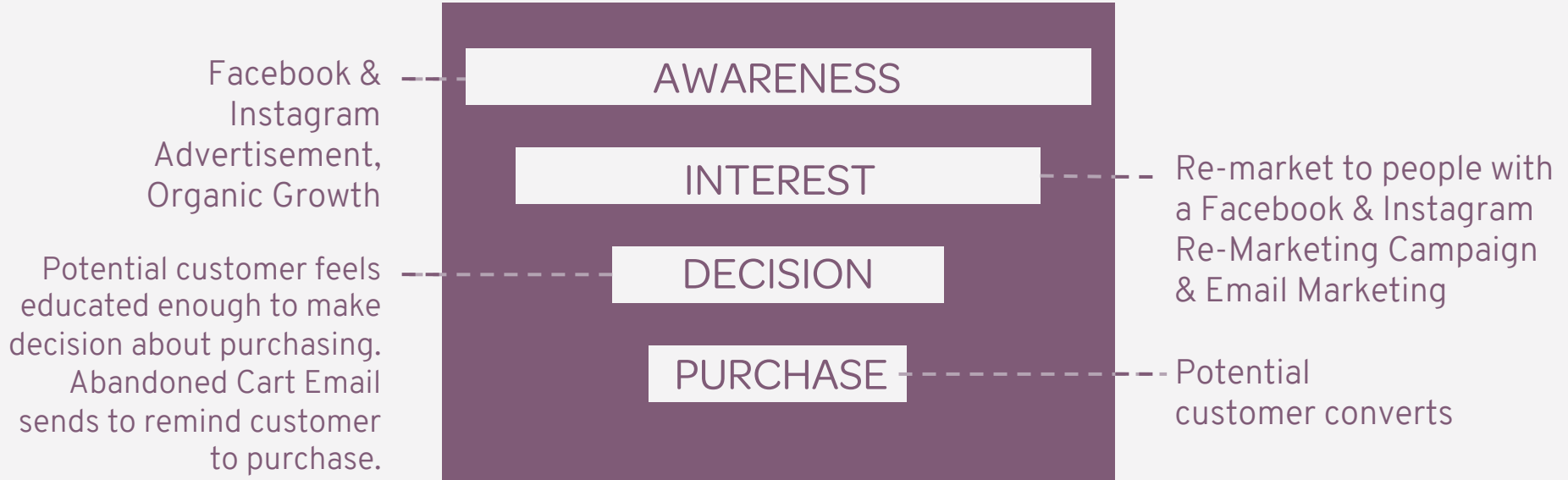
Before I was brought onto Titanium Rings project, they were sending out frequent email marketing newsletters with a relatively good return, and running Facebook & Instagram Advertisements monthly with a healthy budget. They weren't reaching their monthly revenue goal.

Email Marketing Strategy

First, I created a “Welcome Email” which included an offer for people’s first purchase. I also added an email sign up pop up on their website that included the offer. This incentivized people to sign up with their email and get their customized coupon code. This grew the email list exponentially and assisted us in remarketing to the email subscribers through email newsletters.

Additionally, the “Abandoned Cart Email” was successful in reminding customers to complete their purchase. When sending Abandoned Cart Email, people responded, leading to more purchases and a higher conversion rate for Titanium Rings.

Sales Funnel



Facebook &
Instagram
Advertisement,
Organic Growth

AWARENESS

INTEREST


Re-market to people with
a Facebook & Instagram
Re-Marketing Campaign
& Email Marketing

Potential customer feels
educated enough to make
decision about purchasing.
Abandoned Cart Email
sends to remind customer
to purchase.

DECISION

PURCHASE

Potential
customer converts

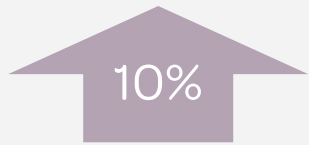


I created an ongoing Instagram Story Campaign which incentivized people to sign up with their email address on the website. I then re-marketed to those people with advertisements regarding sales.

The Instagram Story Campaign had a CPC (cost per click) of \$0.01.

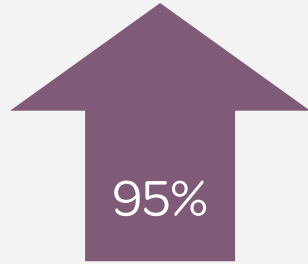
Social Media Advertising

Titanium Rings Statistics



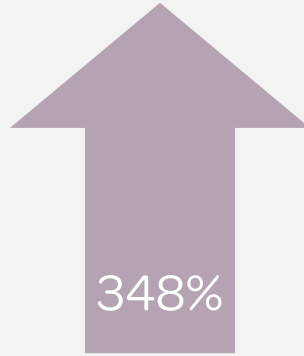
Customer Return

Increased Customer Return by 10% over 6 months.



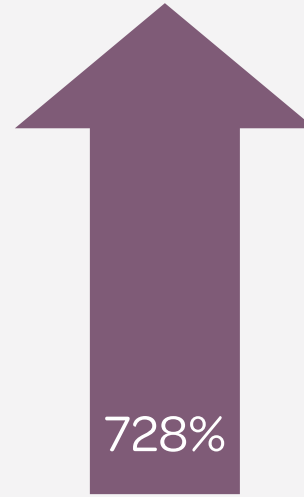
Sales Growth

Increased sales 95% in my first month.



Traffic

Increased traffic to website 348% in my first month.



Email Sales

Increased newsletter sales average 728% over 6 months.



ROAS

Achieved a 850% return on ad spend for Black Friday Social Media Advertisement.