

Case Study

Increased Online Sales

ONLINEGROWTH
SYSTEMS.COM

Phone: 320-533-1358

Website: www.onlinegrowthsystems.com



How we increased Our Client Online Sales by 5000% in 2 Months and Got 10X ROI From FB and IG Advertising



About The Client

This is one of our client we have been managing for almost a year now. They are a BRP motorsports dealer and an online store that sells outdoor riding sports gear and apparel.



The Challenge

The client came to Online Growth Systems looking for a way to increase their online sales. Before hiring us, their revenues for the previous month before hiring us (\$1,805) had decrease by 45.67% compared to the same period in the previous year. The marketing cost however was up by 255% (\$2,057) despite the low revenue. The ROI for that month was 0.88. They needed us to replace their previous digital advertising agency and generate them profit.

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Report showing revenue and cost Before Hiring

Blurred for client privacy **PPC Report - June 2017**

Profitability Report

MONTHLY PPC REPORT FOR JUNE 2017

This month's revenue was down 45.67% from the same period last year to \$1805 and is below the annual monthly average. The total cost was up 255.27% from the same period last year to \$2057. The ROI for this month was 0.88.

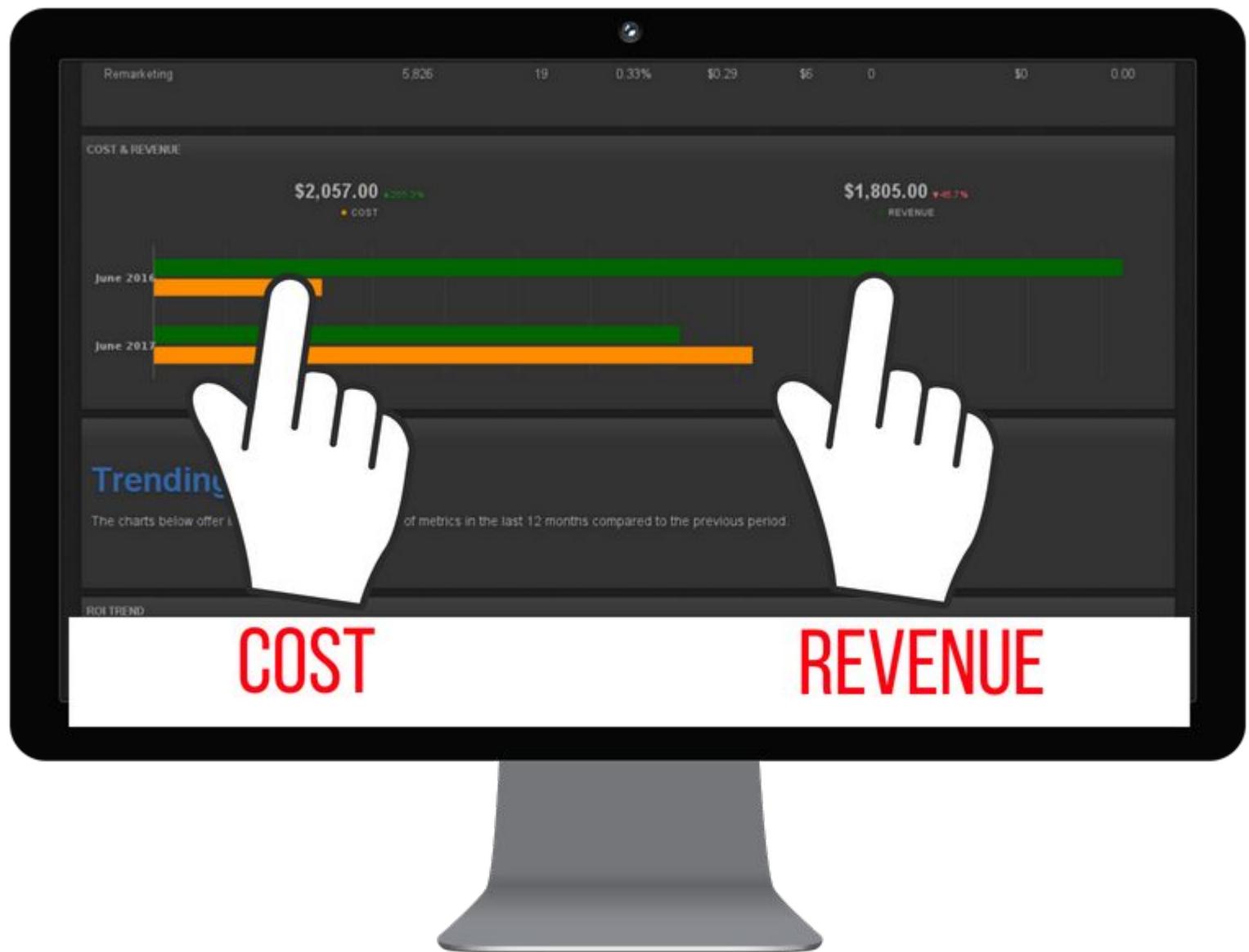
Key metrics in the report:

- * REVENUE is the total revenue attributed to PPC channels.
- * COST is the total amount spent on clicks including our agency fee.
- * ROI is a profitability indicator and is calculated by dividing the total revenue into the total Revenue.



Challenge

Report showing revenue and cost Before Hiring



**Orange = Cost
Green = Sales**





Solution

Online Growth Systems did a comprehensive analysis of all the client's online platforms and existing strategies. OGS made recommendations to improve sales and client's ROI.

Part of the strategy was to start utilizing some social media platforms that were not being used by the client previously like Facebook and Instagram. OGS also developed a marketing and social media strategy which included a balance of organic marketing and paid advertising. They stopped Google Adwords and began Facebook and Instagram Advertising.



Results

After careful planning and discussions with the client, we started implementing the different strategies. Below are the results obtained for a period of 3 months.

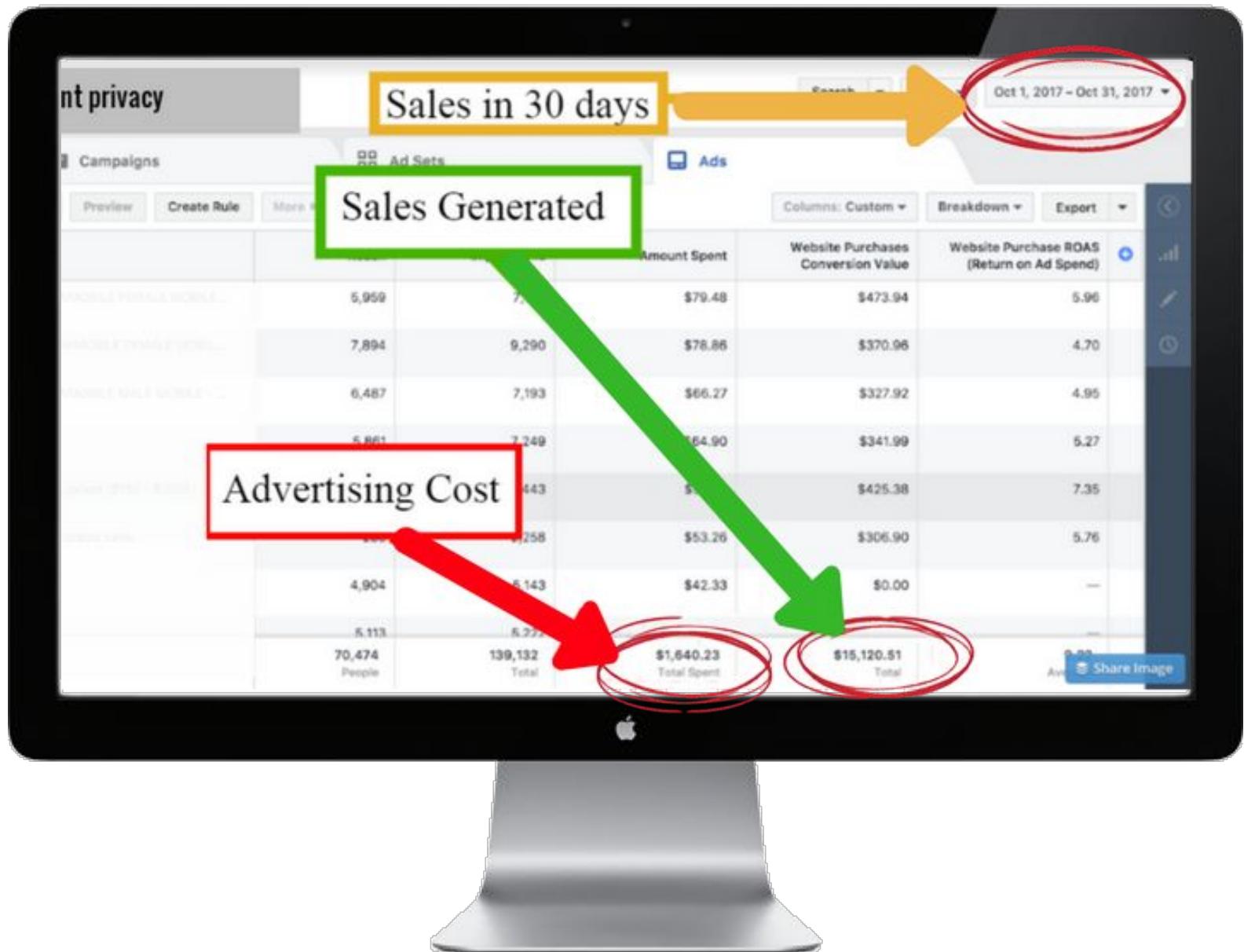
First Month

In the first month after hiring us, the total cost of advertising spend was \$1,640 which converted to a total of \$15,120 in sales. (ROI of 9.2X) The sales increased by 837% (\$15,120 VS \$1,805) compared to the month when we started.



Results

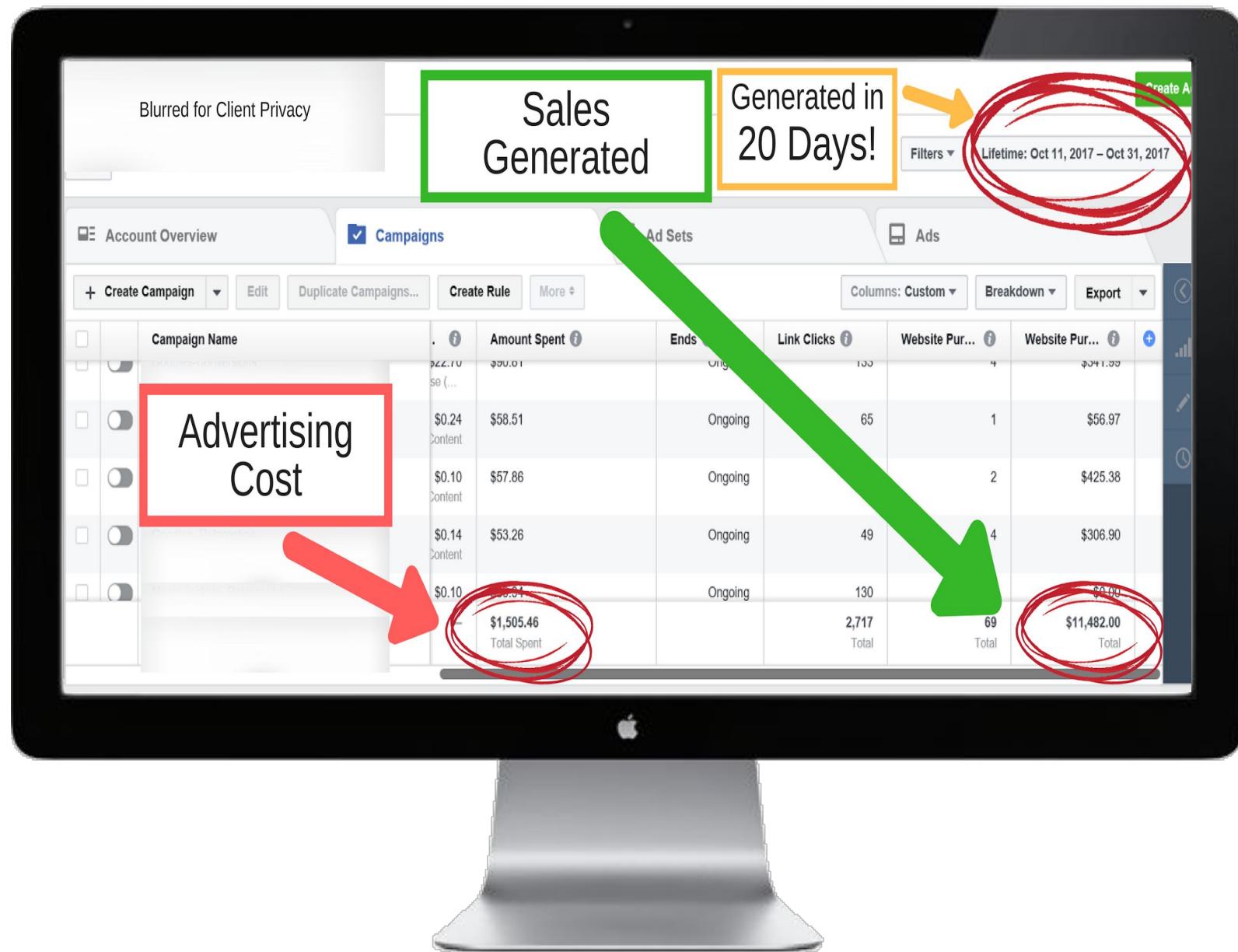
First Month: Results after the first 30 days





Results

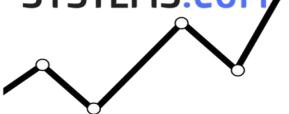
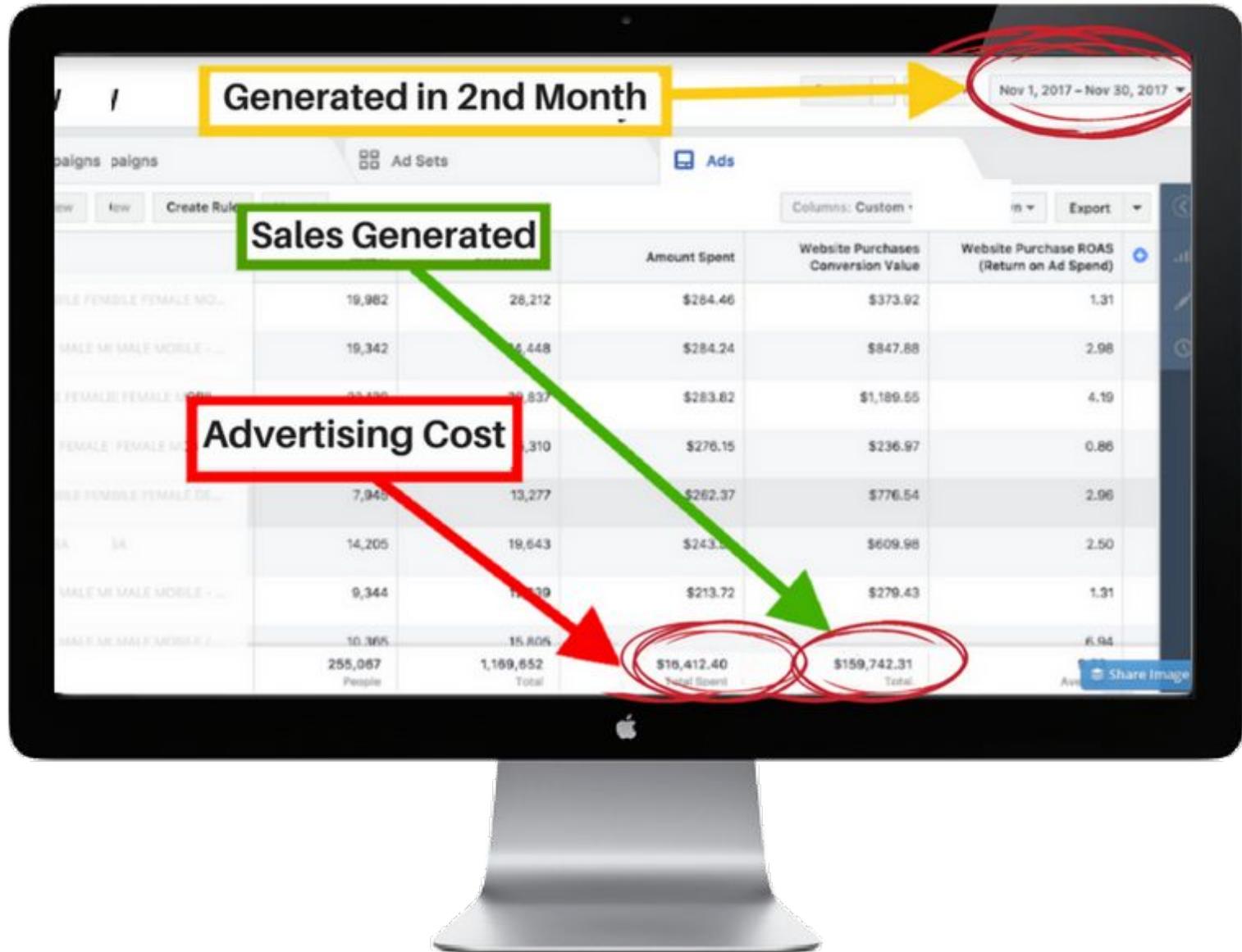
Much of this revenue was generated in just 20 days as shown below.





Results

In the second month, revenue generated was \$159,742 with an advertising cost of \$16,412. A whooping ROI of 9.7X! The sales increased by 8849% (\$159,742 VS \$1,805) compared to the month before hiring.





Results

In the 3rd Month, advertisement cost was \$9,411 and generated a revenue of \$87,956. (ROI of 9.3X) The sales increased by 4872% ($\$87,956/\1805) compared to the month we started.

The screenshot displays a digital marketing dashboard with the following key elements:

- Generated in 3rd Month**: A yellow box highlights the date range "Last month: Dec 1, 2017 – Dec 31, 2017".
- Sales generated**: A green box highlights the "Website Purchases Conversion Value" column.
- Advertising cost**: A red box highlights the "Amount Spent" column.
- Total Metrics**: Two red ovals at the bottom circulate the "Total Spend" (\$9,411.32) and "Total Sales" (\$87,956.54).

	Reach	Impressions	Amount Spent	Website Purchases Conversion Value	Website Purchase ROAS (Return on Ad Spend)
YS	7,024	16,962	\$118.11	\$3,536.85	29.95
AYS	7,486	18,544	\$117.73	\$3,867.70	32.85
AYS	7,946	17,556	\$117.46	\$3,539.03	30.13
DAYS	7,956	21,101	\$117.33	\$5,997.77	51.12
	1,054	8,086	\$117.24	\$2,182.84	18.62
AYS	7,504	16,119	\$116.95	\$879.92	7.52
RGG	6,587	11,620	\$116.20	\$5,486.00	46.91
	110,899 People	714,737 Total	\$9,411.32 Total Spend	\$87,956.54 Total Sales	

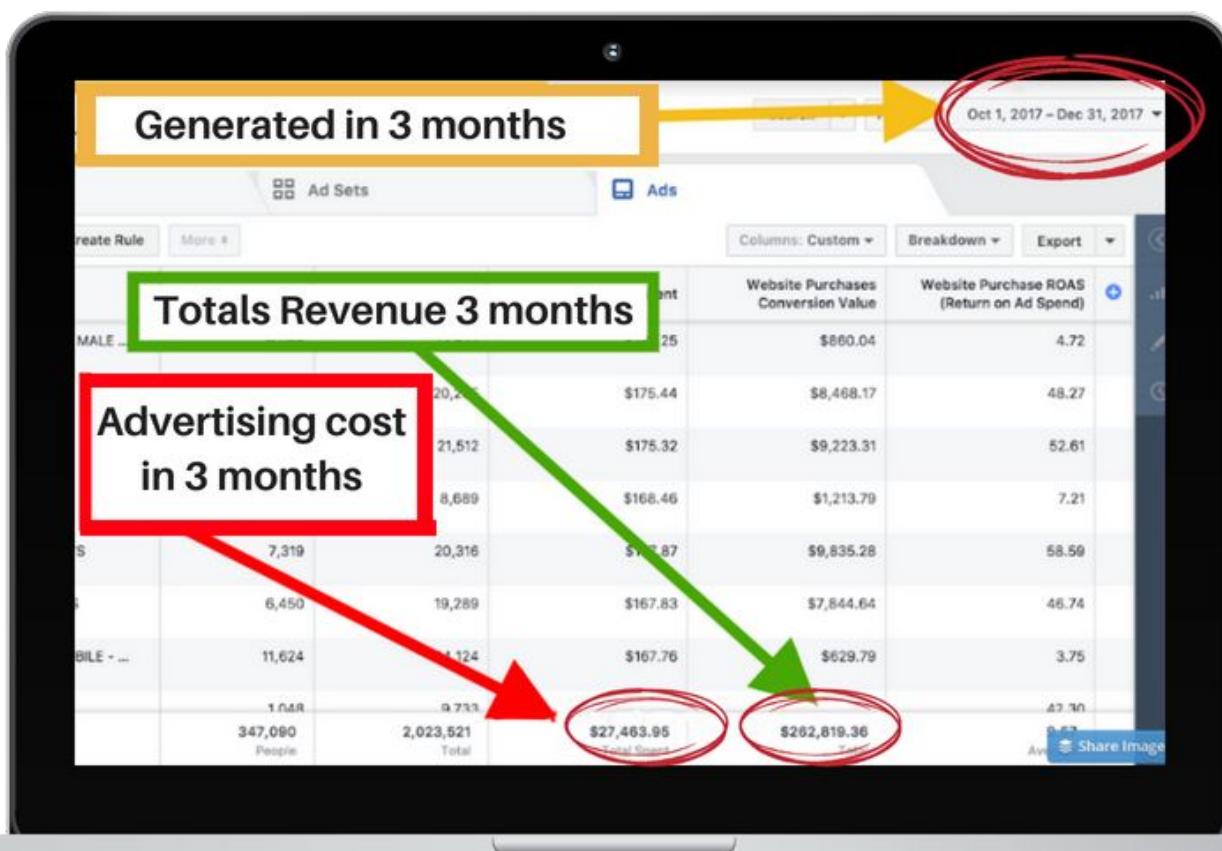
A blue "Share Image" button is located at the bottom right.



Results

3 months Results

For the 3 months, the total advertising cost was \$27, 463 and resulted into a total revenue of \$262, 819. (ROI of 9.6X)



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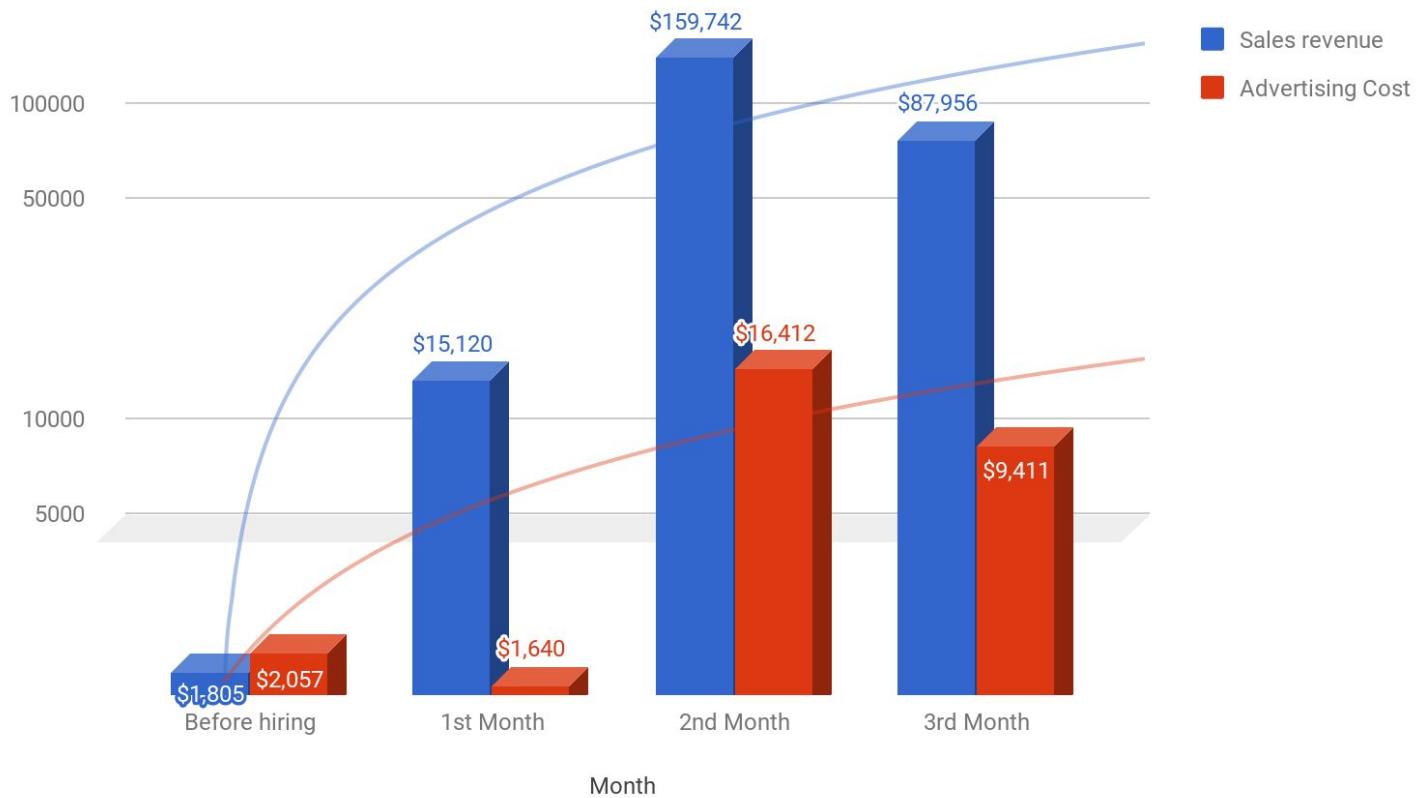
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Results

Sales Revenue vs Advertising Cost Bar Chart Representation

Sales revenue vs Advertising Cost





Results

Want to grow your business sales like we did for our client? Contact us for a free consultation or hire us as we have a team of experts ready to strategize the right plan for your business.

Contact us at www.onlinegrowthsystems.com/contact

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