



OCEAN CHILD
ECOMMERCE MARKETING
AGENCY

CASE STUDIES





The FLAVOR COLOSSUS

FLAVOR COLOSSUS

Our salamis have received critical praise, industry awards, and even marriage proposals. There's just something special about 'em that you won't find anywhere else.

[SHOP SALAMIS](#)

PROBLEM

Customer sells Artisan Fine Salami & Cured Meats.

Their business has been around since 2016 and they did well at the local store, however, they had struggled getting sales through their website. They struggled to really get their email program and strategy off the ground. Their strategy was sporadic and reactive. The highest revenue month was \$6,162 in platform before we took control of their account.

PRODUCTS



PAID SEARCH



EMAIL

CLIENT TESTIMONIAL



“Deniz makes great recommendations, and understands our vision completely. The company has generated \$126,000 in sales, a 330% increase from their previous figures.”



THE SOLUTION

- Utilized smart shopping
 - Fully optimized shopping feed
 - New titles with high volume keywords
 - Added proper attributes
 - Search campaign restructure
 - Keyword testing
 - Ad copy testing
 - A / B testing landing pages
 - Ensured accurate conversion tracking for all KPIs
-
- A clear strategy focused on optimizing automations and campaigns
 - Implemented a popup using best practices for timing and messaging
 - Optimized their Welcome Series
 - Content hierarchy to drive clicks

THE RESULTS

3x

**return on
ad spend**

393%

**increase in
revenue yoy**

530%

**increase in
sign ups**

15000

new user

Elevate Your Style with A Statement Ring



THE PROBLEM

This company sells alternative bridal jewelry and one of a kind jewelry.

COMPETITIVE MARKET:

The jewelry industry is highly competitive, making it challenging to stand out and attract customers.

UNIQUE PRODUCT OFFERING:

The company offers one-of-a-kind pieces, which require a targeted approach to reach the right audience.

DIVERSE AUDIENCE:

The company caters to customers looking for alternative bridal options as well as those interested in unique fine jewelry pieces.



PRODUCTS



PAID
SEARCH



FACEBOOK



INSTAGRAM

CLIENT TESTIMONIAL

“

From strategy, to implementation, to reporting, to optimizing, Ocean Child has the tools your eCommerce brand needs.

”

THE SOLUTION

A Google Ads strategy targeting customers with high buying intent, This included targeting keywords related to alternative bridal jewelry, unique fine jewelry, and specific product categories.

Facebook Ads Strategy:

For Facebook Ads, Ocean Child Agency focused on triggering instant purchases by showcasing visually appealing ads featuring Ethereal Jewelry's unique pieces. This included dynamic product ads, carousel ads, and targeted remarketing campaigns.

Audience Segmentation:

Ocean Child Agency segmented Ethereal Jewelry's audience based on their preferences, interests, and buying behaviors to tailor ad messaging and offers accordingly.

Ad Creatives and Messaging:

The agency developed compelling ad creatives and messaging highlighting Ethereal Jewelry's unique selling proposition, including the hand-picked designs, ethical sourcing, and competitive pricing.

RESULTS

Purchases/Sales ▾	Cost ▾
31.2K	\$4.49K

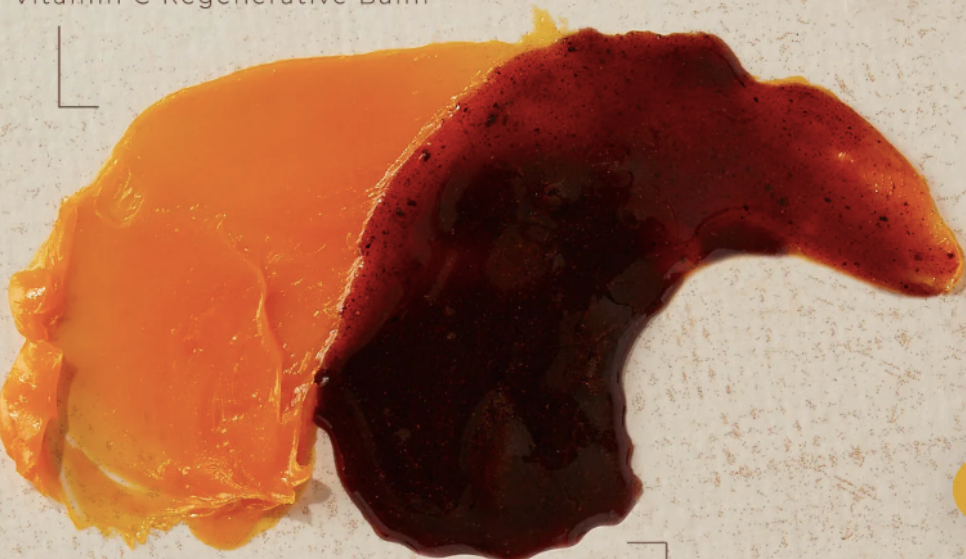
6X
ROAS

230%

**increase in
yoy revenue**

530%

**increase in
sign ups**



*Exfoliate &
Repair*

LIKE NEVER BEFORE

TRY THE DUO

This company sells handcraft effective small batch skincare that is nutrient-rich, guaranteed fresh and sustainably sourced. They have a loyal customer base but struggles to acquire new customers.

THE CHALLENGES

High Competition
Cost of Advertising
Targeting the Right Audience
Building Brand Awareness
Consumer Skepticism
Ad Fatigue
Measuring ROI



PRODUCTS



PAID
SEARCH



FACEBOOK



INSTAGRAM



EMAIL

CLIENT TESTIMONIAL

“

Working with Deniz has been a dream. She listens, is flexible, knowledgeable, and is getting us results. I can't recommend Ocea Child enough.

”

THE SOLUTION

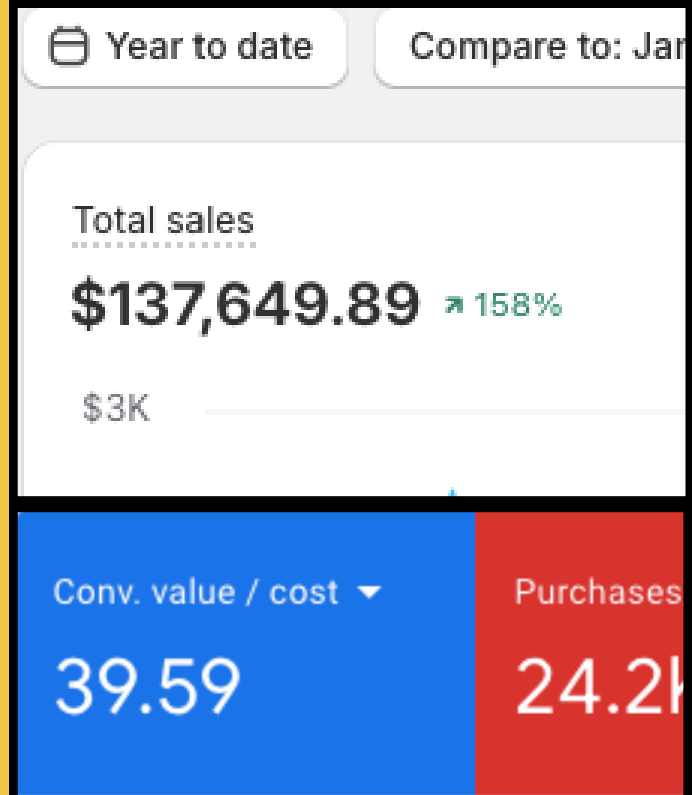
Tested various audience signals for the Performance Max campaign to achieve their goals

Organized and strung bottom-of-funnel keywords in their Inbound Search campaign for better targeting

Leveraged seasonal and promotional offers to attract potential customers and boost conversion rates

Created Remarketing campaigns to retarget website visitors with personalized ads featuring compelling offers and promotional assets

Optimized Standard Shopping campaign to boost new customer rate



THE RESULTS

39x

ROAS

158%

increase in revenue yoy

470%

increase in sign ups



Oregon based family-owned business committed to producing high-quality and eco-friendly pet products looking for a way to increase their sales and online presence. In addition, their broader goal was to grow and scale the company by raising awareness about the brand and reaching even more potential customers who were ready to buy their products.

THE CHALLENGES

**Low Conversion Rates
Lack of Digital Strategy
Educating Consumers
Targeting the Right Audience
Building Brand Awareness
Measuring ROI**

PRODUCTS



**PAID
SEARCH**



FACEBOOK



INSTAGRAM

CLIENT TESTIMONIAL

“
Ocean Child possesses a deep understanding of online marketing and are adept at optimizing return on ad spend without overspending. Thanks to their expertise, we have seen a significant increase in our online presence, sales, and overall exposure.
”

THE SOLUTION

Highlight US-Made Manufacturing:

Emphasize EcoPet's commitment to US-based manufacturing in all advertising efforts. Highlight the benefits of supporting local businesses and reducing carbon emissions associated with overseas production.

Educational Content:

Educate consumers about the environmental impact of traditional pet products and the benefits of choosing sustainable alternatives.

Targeted Advertising:

Utilize targeting options available on Google Ads and Meta platforms to reach eco-conscious pet owners within the Portland area. Segment audiences based on interests, behaviors, and demographics to ensure ads are shown to the most relevant audience.

Creative Ad Content:

Develop visually appealing and engaging ad creatives that highlight EcoPet's eco-friendly products and manufacturing process. Incorporate messaging that resonates with environmentally conscious consumers, emphasizing the sustainability and quality of EcoPet's offerings.

Sales attributed to marketing

[View report](#)

\$69,544.82

↑330%

TOTAL SALES OVER TIME



THE RESULTS

9X

ROAS

158%

increase in
revenue yoy

5.3%

new
conversion
rates

Mugs, Tumblers and Shot Glasses

SHOP



Seattle Shirt Company is a local business based in Seattle, Washington, specializing in custom apparel and merchandise.

They offer a wide range of products, including t-shirts, hoodies, hats, and accessories, all customizable with logos, designs, and text. Despite having a solid reputation within the local community, Seattle Shirt Company recognizes the need to enhance their online presence and attract a broader customer base



PAID
SEARCH



FACEBOOK



INSTAGRAM



EMAIL

THE CHALLENGES

Limited Online Visibility

Competing with E-commerce Giants

Website Optimization

Targeting the Right Audience

Social Media

Engagement:

Vintage Football Jerseys



THE SOLUTION

Search Engine Optimization (SEO):

includes optimizing meta tags, improving site speed, creating high-quality content, and building backlinks to improve search engine rankings and increase organic traffic.

PPC Advertising:

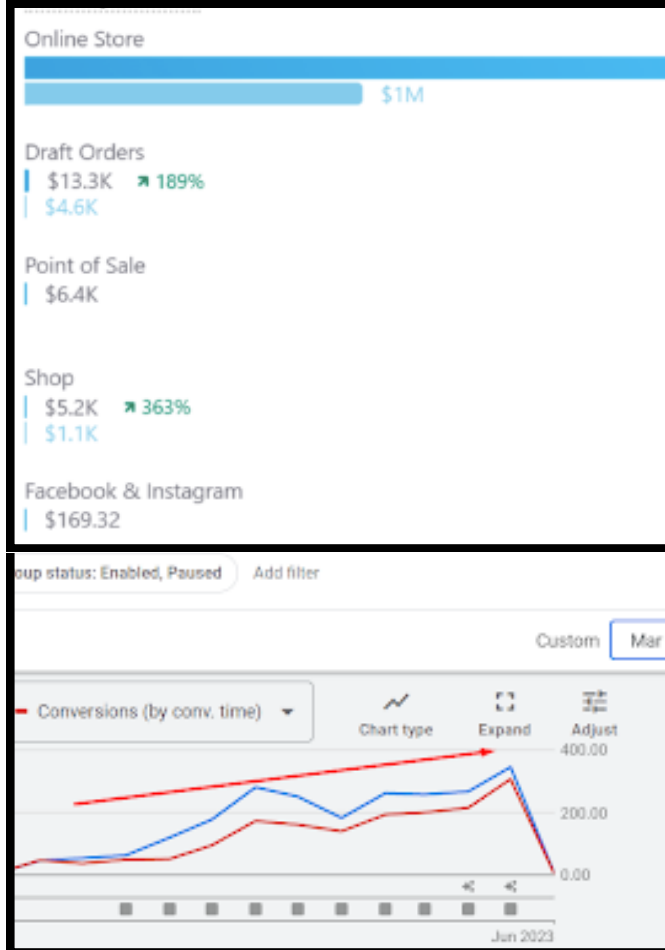
Targeted & tailored PPC campaigns on platforms like Google Ads and META Platforms increased visibility and reached potential customers.

Website Redesign Consultancy:

website to improve user experience and conversion rates. We worked with their development team to redesign the website layout, optimize product pages, implementing clear calls-to-action

Social Media Marketing:

Developed a comprehensive social media marketing strategy including content creation & community management



THE RESULTS

6X

ROAS

87%

increase in
revenue yoy

47%

increase in
conversions