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# Digital Marketing Case Study

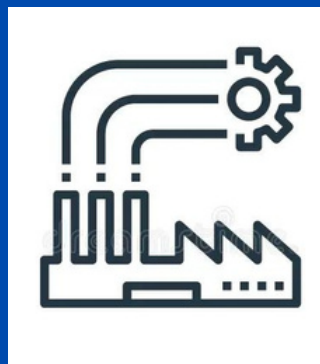
## Koy Clothing- UK





# Client Background

Koy Clothing is a sustainable fashion brand that specializes in creating ethically sourced and environmentally friendly clothing for men. With a mission to promote conscious consumerism, they offer a range of stylish and sustainable garments made from the Kenyan Kikoy fabric. Koy Clothing has a unique appeal and aims to increase brand awareness and drive sales through effective digital marketing strategies.



**Industry- Apparel Store**



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# Challenges and Objectives

**Limited Brand Awareness:** Despite offering unique and sustainable products, Koy Clothing struggled to gain visibility and recognition among their target audience. They needed to improve brand awareness and increase their online presence.

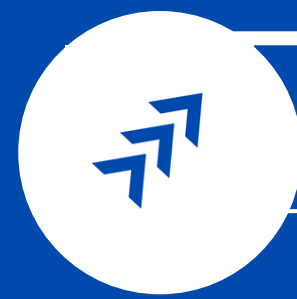
**Driving Online Sales:** Converting website visitors into customers was a significant challenge for Koy Clothing. They needed to improve their online sales and increase the return on investment (ROI) from their digital marketing efforts.



# Challenges and Objectives

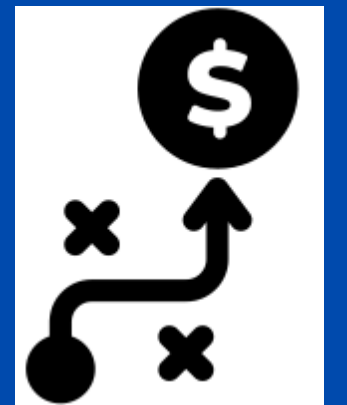
**Increased Competition:** The fashion industry is highly competitive, with numerous brands trying to gain more consumers. Koy Clothing needed to find effective ways to stand out from the competition and reach their target audience amidst the noise.

**Profitability and Pricing:** While prioritizing sustainability, Koy Clothing needed to maintain profitability to sustain their business. Balancing pricing strategies to remain competitive while covering the costs of sustainable sourcing and manufacturing was a crucial challenge.



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# Our Strategy

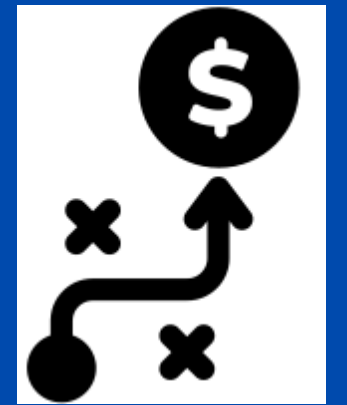


**Targeted Audience Segmentation:** The campaigns focused on precise audience targeting to reach individuals interested in sustainable fashion. Demographics, interests, and behavior patterns were analyzed to create tailored ad campaigns that resonated with the target audience.

**Compelling Ad Creation:** Engaging and persuasive ad copies were crafted, highlighting Koy Clothing's sustainable and stylish offerings. Ad extensions, such as sitelinks and callouts, were utilized to provide additional information and enhance ad performance.



# Our Strategy



**Keyword Research and Optimization:** Thorough research was conducted to identify relevant keywords and phrases used by the target audience when searching for sustainable fashion. These keywords were strategically integrated into ad campaigns and ad copies to enhance search engine visibility and attract qualified traffic.

**Conversion Tracking and Optimization:** Conversion tracking was implemented to measure the effectiveness of the campaign. Data-driven insights were used to optimize bidding strategies, refine keyword targeting, and improve ad placements to maximize conversions and return on ad spend (ROAS).



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# Outcomes Attained



Result

**Enhanced ROI and Profitability:** By continuously monitoring and optimizing the campaign, our agency achieved cost efficiencies, reducing the cost per click (CPC) and cost per acquisition (CPA). This helped Koy Clothing maintain profitability while staying true to their sustainable practices.

**Higher Conversion Rates:** The optimization efforts and refined targeting resulted in improved conversion rates, translating into a higher number of sales and revenue growth for Koy Clothing.



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# Outcomes Attained



Result

**Improved Brand Visibility:** Through strategic ad placements and targeted messaging, the campaign significantly enhanced brand visibility and awareness among the target audience.

**Strengthened Customer Relationships:** Our campaigns played a crucial role in re-engaging previous website visitors, nurturing customer relationships, and increasing repeat purchases. This contributed to customer loyalty and long-term profitability for Koy Clothing.





# The Results in Numbers



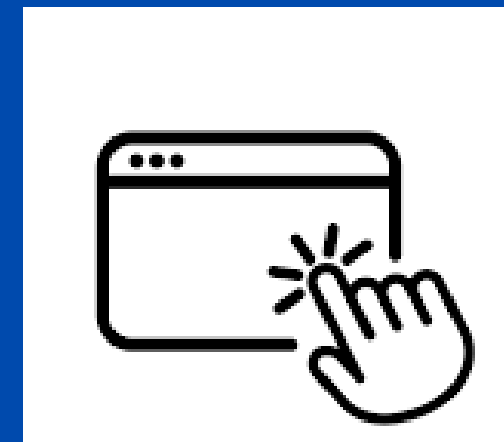
**Impressions**

**1.3 Million+**



**ROAS Achieved**

**765.5%+**



**Number of Clicks**

**13.4K +**

# Get In Touch

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