



MCOLLECTIONS | MSKIN
YOUR JOURNEY TO FLAWLESS HYDRATED SKIN



INCREASING ECOMMERCE CONVERSION

M Collections Mineral Makeup and Natural Skincare is a natural, New Zealand made skin care line available exclusively online. M Collections has been used in makeup workshops and one-on-one consultations for seven years, with dedicated Beauty Advisors throughout NZ and now building in Australia.

TRAFF1K
D1G1TAL
WAS
ENGAGED
TO:

Implement a Social Media strategy.

Redesign e-commerce website.

Website Optimisation.

Complete ongoing Search Engine Marketing.

Increase lead conversion and online sales.

ANALYSIS:

Traff1k D1g1tal worked with M Collections to design a conversion optimisation strategy. This involved in-depth research to align business goals, product placement, and a rich understanding of their target market and previous results.

Target Market


Website Traffic

Website Design



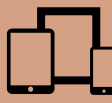



Social Media

Search Engine Marketing

STRATEGY:

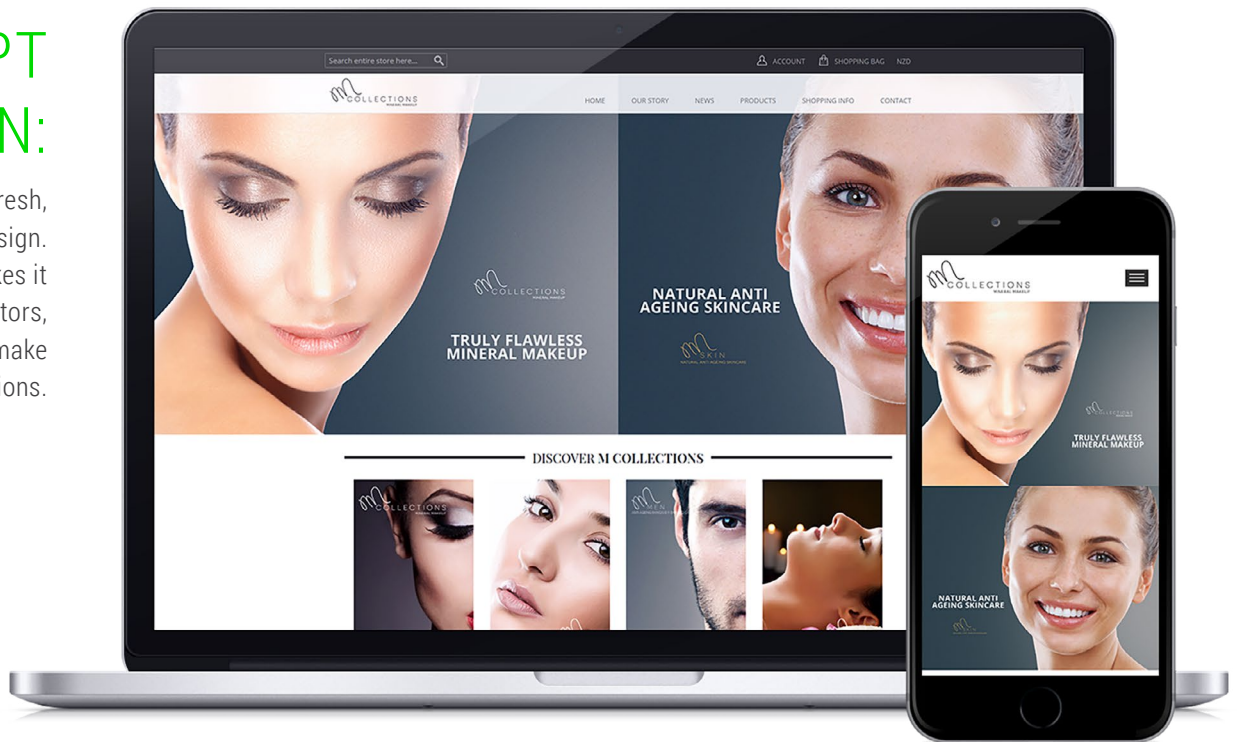


MCOLLECTIONS | MSKIN
YOUR JOURNEY TO FLAWLESS HYDRATED SKIN

 VALUE	 E-COMMERCE	 MOBILE COMPATIBILITY	 WEBSITE OPTIMISATION	 SEARCH ENGINE MARKETING	 SOCIAL MEDIA
Improved value propositions and more prominent call to action buttons.	FULL e-commerce MAGENTO Content Management System.	Mobile Compatibility, iPhone, Android, iPad and Tablet (both horizontal & vertical).	Website optimisation to increase Google rankings.	Search Engine Marketing Campaign.	Weekly social media engagement – organic and promotional posting.

CONCEPT DESIGN:

Simple, clean, fresh, brand compliant design. Simplicity makes it much easier for visitors, and helps them make decisions.



RESULTS:

OVER A 12 MONTH PERIOD

-20%	+45%	+21%	+961%	+600%
			0.59% - 6.59% CONVERSION	
WEBSITE BOUNCE RATE	SOCIAL MEDIA LIKES & FOLLOWERS	GOOGLE VISIBILITY INCREASE	E-COMMERCE CONVERSION RATE	ONLINE SALES REVENUE

Source: M Collection Google Analytics, Google SERPS, M Collection Facebook & Instagram 2016.