



SEARCH ENGINE MARKETING

OrotonGroup Limited is a publicly-listed, Sydney based retail company with over 80 stores across Australia, New Zealand, Singapore, Malaysia, Hong Kong and China.

Founded in 1938, OrotonGroup is a leader in the distribution of a number of premium international fashion brands in Australia and New Zealand (in addition to its own brand Oroton).

TRAFF1K D1G1TAL WAS ENGAGED TO:

Implement full Search Engine Marketing Strategy:

ANALYSIS: With Brand visibility strong, to increase traffic and revenue, Traff1k D1g1tal were required to raise visibility for non-branded search terms. Traff1k D1g1tal's goal was to ensure that Oroton's website was visible to qualified prospects as they were searching for their products online.

Target Market

International premium and luxury consumers. Mostly female, 18 – 60 years.

Website Traffic

High volume of brand traffic with limited visibility for non-brand terms.

Online Marketing Strategy

Paid Search in place but not effectively increasing volume of traffic or revenue.





Search Engine Marketing

Strong ranking for branded terms but limited for non-brand terms.

STRATEGY:

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 SEARCH ENGINE MARKETING	 WEBSITE OPTIMISATION	 PAID SEARCH	 ORGANIC MARKETING
Establish a unique Blended (organic and paid) Search Strategy, identifying key demand terms and projecting revenue over 12 months.	Optimise the website (and products) in line with high volume, high intent search terms and Google best practice.	Implement Paid Search targeting high volume, high intent terms where site does not rank organically	Conduct ongoing Organic Marketing - raising visibility for non-search terms.

OVER THE CHRISTMAS SHOPPING PERIOD,

Traff1k D1g1tal's strategy was instrumental to Oroton's online marketing success. Whilst always ensuring Oroton's website rankings continue to improve, we've been directly responsible for continued revenue growth as a result of increased traffic and online sales.



RESULTS:

OVER A 6 MONTH PERIOD

+47%	+250%	+170%	+210%
WEBSITE VISITS	NUMBER OF ONLINE TRANSACTIONS	SALE CONVERSION RATE	INCREASE IN REVENUE