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Case Study

Evologie.com

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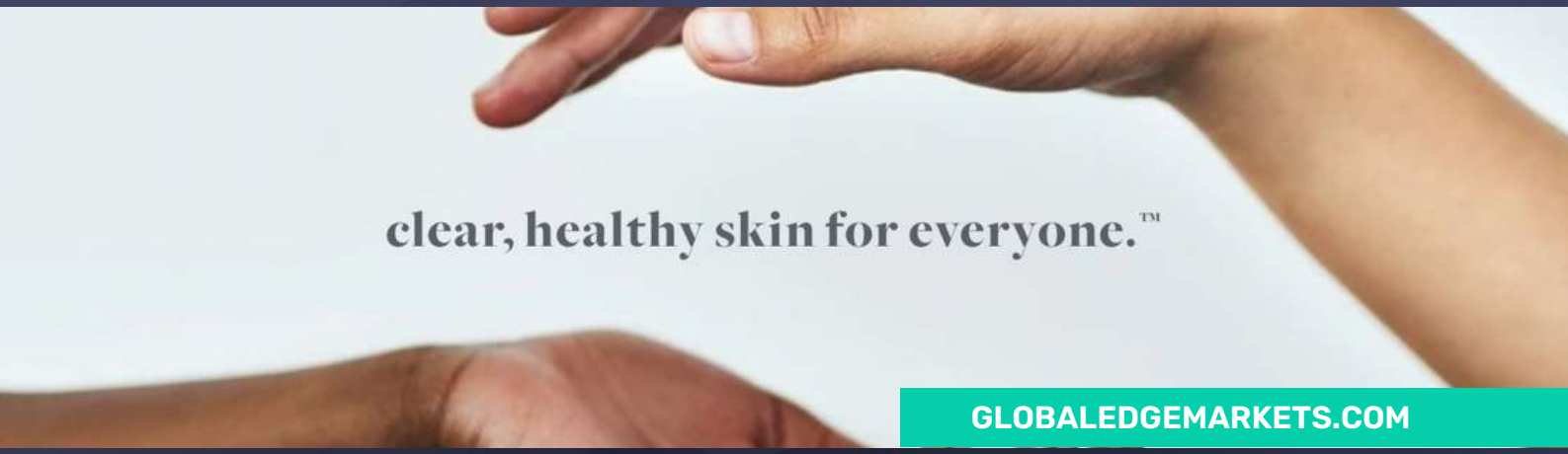
Overview

evologie® was founded on the belief that your self-confidence is directly linked to how you feel about your complexion. Putting his deep knowledge of skin science to work, Dr. Robert Nagel developed once-in-a-generation, cutting-edge formulas that did what no other treatments were made to do – break the “acne cycle.”

Challenge

evologie® had to overcome the challenge of being a relatively new brand with a family of new products and wanted to develop a new sub-category of affordable, effective skin treatments accessible to millennials and gen-zs. A combination of unique branding strategies, coupled with lead-generation and outreach tactics, was going to be an expensive and lengthy proposition.



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What We Did

GlobalEdgeMarkets (formerly Social2B) provided an integrated marketing and market-entry strategy and tactical execution to prove early that a combination of content development tactics, SEO, PPC, and social engagement would be the formula for early success.

Applying experience from fashion and wellness clients, the GEM team provided an early results formula while optimizing the budget and watching the competition.

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What We Did

We had to maximize engagement and conversion metrics to the fullest potential. Thus our team had to engage every type of format.

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Results

We developed sound strategies for each channel and used almost every content format. Since we had to manage every mini-project within the account, we analyzed every piece of content performance across a wide variety of members and clients.

In video marketing, we used animated videos, which helped the engagement increase by three times, and conversions to register increased by over 50%.

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Results

The results were impressive. We developed sound strategies for each channel and used almost every content format. Since we had to manage every mini-project within the account, we analyzed every piece of content performance across various members and clients.

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Contact Us

Want to Take on The Global Market Expansion with Confidence? Contact Us Now. We Are Ready When You Are.

Book a call with our team of experts info@globaledgemarkets.com www.globaledgemarkets.com