

DIGITAL MARKETING CASE STUDY

Unlocking a Site's Potential with eCommerce Digital Marketing

A CASE STUDY ON UNICYCLE.COM

There's never any shame in asking for help. During this time of extended indoor isolation, I've been taking on a lot of new projects to keep myself busy. I'm building a coffee table, rehabbing some of my old leather furniture, and learning more about how to use Photoshop. The only problem is, whenever I take on one of these new projects I don't know left from right, top from bottom, in from out. I would be paralyzed trying to get started if it wasn't for some of the friends I have in my corner. I've been unabashed in asking for tips and tricks from my friends who do these things professionally, or at least, a lot better than me. Things go a lot smoother when you have a professional helping you, and the same goes for eCommerce digital marketing.

When 1Digital Agency designed [Unicycle.com](https://unicycle.com)'s new website they had been the foremost name in online unicycle sales for 20 years. People in-the-know already turned to them for unicycles and parts, but they had never done any professional eCommerce digital marketing outreach. Like a lot of eCommerce merchants, they tried their hand at a Google marketing campaign using what they could glean from the resources available to them. "We took lessons and a seminar," said Amy Drummond, President of



Unicycle.com. “I never had time to figure it out. The lessons made me realize just how much work it is.” When 1Digital finished up launching the brand new website, we asked Amy if she would want our help getting her digital marketing on the right path. With the strength of the Unicycle.com domain, all it took was a little professional set up and management to get marketing working for them. In the last 4 months, the results have been nothing short of phenomenal!

Google Pay Per Click Marketing

“Usually we try to get a lot of feedback from the client upfront,” Bobby P, PPC manager at 1Digital, told me. “The problem was, that Unicycle didn’t have a lot of history with PPC.” Whenever 1Digital starts a new Pay Per Click campaign we look back into the historical data. The more data we have the more of a head start we can get. We can see what products worked in the past. We can see what times of day or devices to bid on. Most importantly, it gives us a goal. A number to beat so we know we’re giving the client an improvement on what they could get simply managing the account themselves. For Unicycle, we didn’t have this historical data to go off of. “They had turned a Google campaign on in the past, but it was on autopilot,” Bobby said. “The tracking wasn’t set up and the budget was low. Essentially, we were looking at a campaign rebuild, and rebuilds always take time.”

The first thing we do, whenever we rebuild any new eCommerce digital marketing campaign is we take a look at the site and make sure that if we bring traffic back to a site it can actually turn that traffic into sales. Now, we had just rebuilt the Unicycle.com site from the ground up so we knew they had things on the site well in hand. For anyone considering eCommerce digital marketing who hasn’t just had their site redone by 1Digital Agency, here are a few of the things that we look out for:

Ease of Checkout

Can your customers checkout the way they want to? Probably the most important thing for converting traffic. If you’re on a well-known eCommerce platform like BigCommerce or Shopify this is usually taken care of for you. Make sure you have many types of payment options available, as well. Including PayPal, Amazon Pay, and Apple Pay.

Phone Orders

Is your phone number readily visible and useable? We want to make sure customers can order over the phone if they want to. Though these types of orders can be hard to track for digital marketing purposes, they’re an important component for many merchants.

Add to Cart Options

Are they plentiful and easy to spot? Not just on the product pages but on the category pages as well, for products that allow it. Also, a quick checkout button is always advisable if your platform allows it.

Once the site is ship-shape, we need to start collecting the data we didn’t start with. 1Digital PPC campaigns are often kept at a low budget for the first month or so in order to collect data that can be used to make decisions about the shape of the campaign. At first, we need to try things out and see what works and what doesn’t. The bids that do see Return On Ad Spend (ROAS) we push farther, while the bids that don’t perform get pulled. Bobby advises patience for the first few months with a rebuilding

BEST SELLING PRODUCTS



Unicycle.Com Penny Farthing T-Shirt

\$20.00

☐ COMPARE

CHOOSE OPTIONS



Nimbus 24" Mountain Unicycle - Orange

\$370.00

☐ COMPARE

CHOOSE OPTIONS



Nimbus Hatchet 26" Mountain Unicycle

\$850.00

☐ COMPARE

CHOOSE OPTIONS



Schwinn 20" Retro Unicycle - Red

\$150.00

☐ COMPARE

ADD TO CART

PPC campaign. "The first month is all collecting data, and the second month is evaluating if those moves we made were the right moves. A rebuild should expect a 4-5 month timeline to start seeing the campaign take off."

Fortunately for Unicycle, their campaign took off much more quickly than that. In the four months that we've been optimizing the Unicycle.com PPC campaign, they have already increased their advertising budget twice because of the return on ad spend that they've been seeing generated by the campaign. As of April 2020, the campaign is sitting at an average ROAS of over 1500%, meaning that for every one dollar spent on the campaign, fifteen dollars is coming back in transaction value.

nts > <https://www.unicycle.com/home>

Try searching "Compare bounce rate this week with last week"

3 ? : [Device Icon]

Paid Search Traffic ✓

A steady stream of growth, throughout the time Unicycle has been with us.

And as another perspective, from Jan1 2020 through April 22 2020 we maintain an average of 1583% ROAS (15:1 Return)

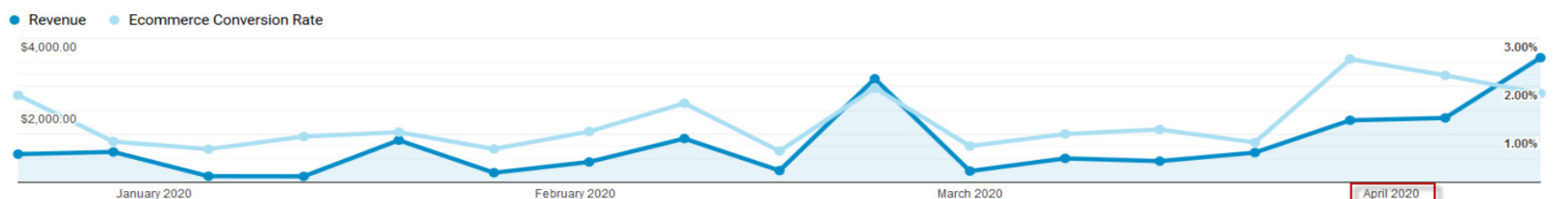
SAVE EXPORT SHARE EDIT INSIGHTS

Dec 22, 2019 - Apr 18, 2020

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Revenue VS. Ecommerce Conversion Rate



This is an average figure for all the different ad groups we run. When setting up an eCommerce PPC campaign it's advisable to break your strategy down into component ad groups so that you can change up your bidding strategy slightly depending on the type of product or search term you're bidding on. You can see that some ad groups, pictured below, are showing a return of twenty-five or thirty dollars to one.

Unicycle.com

SEARCH

REPORTS

TOOLS & SETTINGS

Campaign status: All enabled

ADD FILTER

Conv Value/Cost = ROAS%
i.e. 25.67 = 2567% ROAS (25:1)

SEARCH

SEC

Campaign	Budget	Status	Search impr. share	Impr.	Clicks	CTR	↑ Conv. value / cost	Conversions
January 2020			12.65%	106,311	1,022	0.96%	12.96	6.00
February 2020			15.68%	105,544	992	0.94%	35.02	10.00
March 2020			14.49%	128,656	1,156	0.90%	16.70	7.00
April 2020			< 10%	28,930	268	0.93%	30.72	10.00
Total: All enabled campa...			16.68%	671,807	5,892	0.88%	15.99	85.00
January 2020			17.01%	206,359	1,811	0.88%	13.73	21.00
February 2020			18.61%	191,063	1,748	0.91%	23.55	33.00
March 2020			16.81%	226,488	1,924	0.85%	9.54	15.00
April 2020			10.80%	47,897	409	0.85%	25.67	16.00

Though that might seem like a lot, we try to make it easy for merchants new to SEO to get on board. “I would say it was a very easy process,” Amy told me. “Whenever content came in we tried to make the time to check it. I love having our meetings, I love that you guys are great at communicating.”

As you can see to the right, thanks to a few months of concentrated SEO work, the Penny Farthings Category Page is now second only to the home page for bringing organic search visitors into the Unicycle.com website. The transactions brought in from organic search users landing on that category page has increased by 137% in the past 2 months.

Landing Page ?	Source / Medium ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		% of Total: 100.00% (38,912)	Avg for View: 60.56% (0.21%)	% of Total: 100.21% (23,567)
1. /	(direct) / (none)			
2. /	google / organic			
3. /home/	google / organic			
4. /unicycles/penny-farthings-odd-bikes/	google / organic			
5. /faq/firsttime	google / organic			
6. /unicycles	google / organic			
7. /home/	(direct) / (none)			
8. /	nimbusunicycles.com / referral			
9. /learning-to-ride/	google / organic			
10. /unicycles/mountain-uncycle	google / organic			

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Ecommerce Conversion Rate [?]	Transactions [?]	Revenue [?]
1. Organic Search									
Feb 1, 2020 - Apr 28, 2020									
Nov 5, 2019 - Jan 31, 2020									
% Change	43.70%	41.07%	44.14%	28.70%	-7.32%	6.54%	143.55%	251.05%	264.66%
2. Direct									
Feb 1, 2020 - Apr 28, 2020									
Nov 5, 2019 - Jan 31, 2020									
% Change									
3. Paid Search									
Feb 1, 2020 - Apr 28, 2020									
Nov 5, 2019 - Jan 31, 2020									

Starting a New eCommerce Digital Marketing Campaign

If you've been handling your own digital marketing in the past you may not be unlocking your site's full potential. Help from professionals, who study these things for a living, can make improvements to your strategy that you simply would have no way of identifying without a certain level of expertise.

When I asked Amy about her experience with a digital marketing campaign so far she told me, "It's been great! Because of the great job that you guys have done with the SEO and the PPC people are finding us. Most of our sales are coming from people who have never purchased from us before." And she continued with her advice for anyone in eCommerce who had never tried a digital marketing campaign before. "I would say all in all it's totally worth the money. It's absolutely worth it to have someone professional running it for you. We're all so busy running our companies. It's so great to have someone who can do all the things I knew needed doing, but couldn't do myself."

If you're interested in seeing what a laser targeted digital marketing campaign could unlock in your site please give the [eCommerce digital marketing professionals](#) a call at 1Digital Agency. We look at each site individually and determine the best way forward for each client, based on where they are and where they want to go. Let us take a look at your strengths and weaknesses and help make your site what it ought to be.

READY TO STEP UP YOUR **DIGITAL MARKETING** GAMEPLAN?

A brilliantly designed website can be inadequate if it's not reaching the right audience. We have the industry's best professionals building out your brand's voice for SEO, PPC, social media, and email marketing campaigns. We know your site inside and out, and we can get you in front of the right customers faster than anybody else.

The web is a powerful tool for putting your site in front of new eyes, but there's just no one size fits all solution when it comes to digital marketing. Bring us your marketing goals and we can help identify the strategies that fit you. If you want to start plotting your path to positive ROI.



1DIGITAL MARKETING AGENCY
20 NORTH 3RD STREET
SUITE 301 (DANIEL BUILDING)
PHILADELPHIA, PA 19106

INFO@1DIGITALAGENCY.COM
888. 982. 8269 | 215. 809. 1567

CASE STUDIES

GET STARTED