Case Study: Scaling GIGS with Digital Marketing & Shopify Launch

Introduction

GIGS is an automobile decor brand specializing in high-quality, custom-made decor inspired by cars and bikes. The challenge was to establish a **strong digital presence**, generate **high-quality leads at an optimized cost**, and **launch an e-commerce website** to drive sales.

Website URL: www.thegigsstore.com



Objectives

- Set up a Shopify store and launch the website.
- Generate cost-effective, high-quality leads for sales.

Build brand awareness through digital advertising.

Strategy & Execution

Digital Setup & Shopify Launch

- Built a **Shopify store** with an intuitive user experience.
- Optimized the store with SEO, high-quality visuals, and compelling product descriptions.
- Set up secure **payment gateways** and streamlined order management.

Ad Campaign Strategy

- **Target Audience:** Automobile enthusiasts, custom decor buyers, and premium lifestyle shoppers.
- Platforms Used: Meta Ads, Google Ads, and Instagram promotions.
- A/B Testing: Different ad creatives, messaging, and targeting strategies to optimize performance.
- Lead Magnet: Used high-engagement content and special offers to drive conversions.

Results & Impact

- Quality leads generated at just ₹20 per lead.
- Successfully **launched the Shopify store**, setting up a fully functional eCommerce presence.
- ☑ Increased **brand visibility** and engagement through digital campaigns.

Lessons Learned & Next Steps

- Refining audience targeting helped lower CPL and improve lead quality.
- High-quality creatives and landing page optimization boosted conversion rates.

• Future plans include **expanding paid campaigns** and optimizing the website for better sales conversions.

Conclusion

By implementing a full-scale digital strategy, performance-driven ads, and a well-structured Shopify store, GIGS successfully entered the online marketplace with a cost-efficient lead generation system in place. This case study highlights the impact of strategic digital marketing in launching and scaling an automobile decor brand.

Campaign	▼ 1 Results ▼	Reach ▼	Impressions •	Cost per result ▼
Motoverse – Copy	Messaging conversatio	_	_	Per messaging convers
Motoversehvhbhkv Unpublished edits	24 [2] Messaging conversa	7,309	8,468	₹19.08 [2] Per messaging conv
Coimbatore_Kari_Report Unpublished edits	<u>2</u> [2] Messaging conversa	6,083	12,920	₹165.95 [2] Per messaging conv
london	1,519 ThruPlays	1,011	1,573	₹0.33 Cost per ThruPlay
Coimbatore	15 [2] Messaging conversa	12,069	18,522	₹42.34 [2] Per messaging conv
Ather	1 [2] Messaging conversa	7,298	8,453	₹438.92 [2] Per messaging conv
GSR_Leads	♣ 1 Facebook leads	7,964	11,320	₹1,427.18 Per on-Facebook leads
First_Camp	202 [2] Messaging conversa	70,642	176,930	₹29.87 [2] Per messaging conv
New Sales campaign	Messaging conversatio	9,859	15,292	Per messaging convers
Pm	205 Post engagements	798	806	₹0.28 Per post engagement

