

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

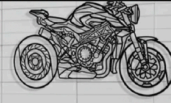
By implementing a **full-scale digital strategy, performance-driven ads, and a well-structured Shopify store**, GIGS successfully entered the online marketplace with a **cost-efficient lead generation system** in place. This case study highlights the **impact of strategic digital marketing in launching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

Campaign	Results	Reach	Impressions	Cost per result
Motoverse – Copy	Messaging conversatio...	—	—	Per messaging convers...
Motoversevhbkhv Unpublished edits	24 [2] Messaging conversa...	7,309	8,468	₹19.08 [2] Per messaging conv...
Coimbatore_Kari_Report Unpublished edits	2 [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

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