

Cases: Digital marketing

#1 Conversion from social media to website and online sales

Jewellery designer Lone Keilberg has a combined workshop and shop called Keilberg Smykker in Ringkøbing. Here she makes and sells rustic unique pieces of silver, gold, and copper jewellery by her own design, but in accordance with customer specifications.

Lone Keilberg had a desire to create better synergy between her website and social media, in order to generate more traffic from social media to that website. She used to use social media as an inspirational channel, but successful conversion markedly increases the chances of direct sales.

After having a talk with the digital marketing coordinator from the tourism organisation, Keilberg Smykker received below suggestions for how to create value for existing and new customers as well as increase the shop's turnover.

Input and advice for Keilberg Smykker:

1. Add website address to all relevant Facebook posts; that might be to the front page or to relevant products that need special attention. These posts should have sales as their number one goal.
2. To get better insight into Google Analytics. Among other things it can be beneficial to find out where traffic is coming from and to look at the quality at said traffic. That knowledge can be used in a more strategic fashion in relation to boosting posts on Facebook.
3. To create and test various Facebook campaigns. What works and what does not work?

Result:

After analysing the numbers in Google Analytics, Lone has become very aware that 70% of visitors to her Facebook page are women between ages 45 and 64, from Ringkøbing and the surrounding area. By very consciously boosting her posts on Facebook to this specific target group, with one post, which she boosted for 510 Dkk, she reached 2800 people, got 348 likes, 12 shares, and 50 comments. Most importantly, 2248 people clicked on the post, which led to her website. Lone estimates that this post alone generated direct sales of approximately 25,000 Dkk.

Digital profile:

Facebook:

Keilberg smykker
8.368 people like this
8.237 followers

Website:

www.keilbergsmykker.dk

Webshop:

www.keilbergsmykker.dk/shop/

Instagram:

Keilbergsmykker
1.509 posts
1.580 followers

LinkedIn

Keilberg smykker
17 followers

News letter

XXX followers

Synes godt om Følg Del ...

Køb nu Send besked

Om Vis alle

V. Strandgade 66
6850 Ringkøbing
Få rutevejledning
24 45 04 20
Svarer normalt inden for få timer
Send besked
keilbergsmykker.dk
Smykke- og uforbrændt - Juveleri og urmager
Prisklasse Moderat
Foreslå ændringer

Gennemsnitlighed på sider Se mere
Facebook viser oplysninger for at hjælpe dig med bedre at forstå forbindelser med en side. Se handlinger, som er blevet udført af de personer, som administrerer og offentliggør indhold.
Siden blev oprettet 19. februar 2011

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Biograf
Synes godt om

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Ringkøbing ...
Synes godt om

Porcelinge
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Restaurant ...
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Startside
Opslag
Anmeldelser
Billeder
Forelæning
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Videoer
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Om
Opret en side

Alice Christy Brændstrup-Holm De er super flotte og meget personlige 😍
Synes godt om · Svar · 2 u · 1

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Keilberg Smykker
13. marts kl. 09:33 · G

Er det nu du skal have lavet din ring med dit eget gamle guld? Det er måske i disse dage du har tid til at finde det gamle guld?
Resten af marts måned og hele april bearbejder vi dit guld til halv pris, det vil sige vi laver guldkugler eller smelter guld om med 50%.
Kom ind og få en fast pris på din egen unika ring med dit eget gamle guld...
Se mere

349
50 kommentarer · 12 delinger

Synes godt om Kommenter Del

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Keilberg Smykker Jannie Schneevolgt Qvist jep også hvidguld 😊
Kh Lone
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11. marts kl. 03:41 · G