



SMM BERLIN

CASE STUDIES

BERLIN, 2021



CONTENT PRODUCTION

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CASE STUDY 1: COSMETICS AND BEAUTY BRAND CREATED AND ADOPTED CONTENT FOR LOCAL DACH MARKET TO INCREASE CTR AND SALES

HelloBody is a European cosmetics producer, offering everyday essentials that combine glamour, naturalness and a socially-aware lifestyle.

SITUATION:

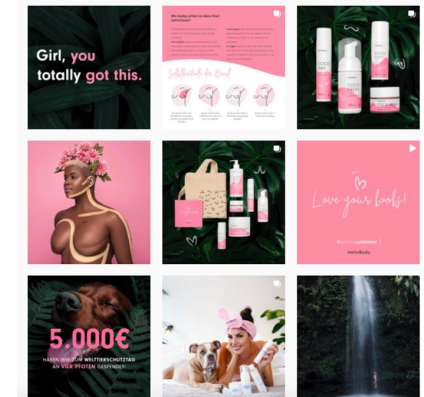
The client required a new creative engaging content (posts, stories, quizzes) that match local market auditorium and content plan for 3 months. Our target was to create social media banners and reach CTR over 3 %.

SOLUTION:

- Develop content in a new one single style
- Create inspiring posts, stories and quizzes
- Write stories with the engaging topics for the targeted auditoriums (e.g. pools, quizzes)
- Craft informative posts about cosmetic products with clickable social media ads

RESULT:

- ✓ Increased monthly KPIs:
 - Social Media Content: +15k Impressions
 - Social Media Ads CTR: 11,87 %
- ✓ New creative content “made in Berlin”, usable for future media advertising campaigns





INFLUENCER MARKETING

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CASE STUDY 2: MODERN DENTAL TRAYS PROVIDER

34% BOOST IN WEBSITE VISITS VIA INFLUENCER MARKETING CAMPAIGNS

DrSmile is large dental practice chain in DACH specialized in aesthetic dental treatments headquartered in Berlin. With the spread of innovations in 3D printing and digital workflow, they disrupt dental trays market.

SITUATION:

DrSmile aimed to increase customer traffic to website via Facebook and Instagram channels and increase number of appointment bookings made by potential customers. We were asked to reach this target by engaging mid and large-size influencers (with >100k followers) in DACH market as well as to create authentic influencer campaigns to present DrSmile as cool innovative brand in dental and beauty business on the local market.

SOLUTION:

- 170 influencers were researched and selected for collaboration
- We developed an influencer campaign & briefing for an effective online collaboration with influencers
- Conducted full end-to-end influencer relation management process

RESULT:

- ✓ Increased monthly traffic via influencer channel by 34% and number of appointment bookings by 26%
- ✓ Held around 3 different campaigns per month with influencers (bloggers) in 12 big cities in DACH
- ✓ Budget spent: 112.000 EUR
- ✓ Also thanks to the influencer marketing channel, we identified that this is the cost efficient channel; and we opened an untapped market for promotion of ancillary B2C product for customers (with a new product price 80 EUR).





SOCIAL MEDIA PAID

CASE STUDIES

BERLIN, 2021

CASE STUDY 3: MEDIA BUYING FOR GIFT PRODUCER LAUNCHED AND ATTRACTED NEW CUSTOMER AUDITORIUM IN GERMANY FOR A NEW PRODUCT

Petpic is a modern online portraits and photo producers for pets. Main business focus on personalized gift and home décor.

SITUATION:

Petpic targeted to attract new customer group (pet owners) and motivate them to make a purchase of a gift.
SMM Berlin developed from scratch the social media paid strategy and executed media buying in 4 weeks.

SOLUTION:

- Develop social media paid strategy
- Execute media buying
- Optimized performance marketing based on testing results

RESULT:

- ✓ Increased monthly KPIs
- Reduced cost margin for ROAS by 46%
- Our banners reached CTR 6,7 %



PROPOSED SMM BERLIN TEAM FOR YOUR PROJECT



	Irina	Julia	Luisa	Johannes	Nosha
Role	Project Lead <ul style="list-style-type: none"> Project steering Strategy development 	Account Manager <ul style="list-style-type: none"> Main team contact for operational issues 	Content & Copywriting <ul style="list-style-type: none"> Content plan development Content adoption 	Paid and Google Ads <ul style="list-style-type: none"> Management of performance marketing and media buying 	Influencer Marketing <ul style="list-style-type: none"> Influencer relations management
Profile	<ul style="list-style-type: none"> +7 years of experience in Social Media Marketing with Big Brands Developed campaigns for 15+ industries in 3 markets Experienced with paid social media, Google Ads 	<ul style="list-style-type: none"> +4 years of experience in marketing and social media International experience Multi-lingual project coordinator (German, English, Arabic) 	<ul style="list-style-type: none"> Certified linguist professional and translator (German-English) 5 years of experience in copywriting and journalism 	<ul style="list-style-type: none"> 6 years in paid ads and google performance marketing Certified professional for facebook media buying and Google Ads Work with budgets 10-150k 	<ul style="list-style-type: none"> Access to the top-notch influencer network in DACH market Hold more than 150 campings in Germany and EU