

A photograph of three cosmetic products on a wooden surface. On the left is a white pump bottle with a silver cap. In the center is a small, round, peach-colored jar with a white lid. On the right is a white, textured, circular product. There are some dried flowers and leaves scattered around the products.

Lexcelera

CASE STUDY

The client is not mentioned for confidentiality reason.

THE CHALLENGE

A major player in the cosmetics industry wants to optimize their digital sales. They decide to start selling their products on a marketplace in addition to their eCommerce website, and to make their content available in 6 major languages.

The internal team creates product sheets in the same way that they had for their eCommerce website.

After a few months, they notice that sales volume via the new channel is lower than they had hoped. They decide to partner with an agency that brings together expertise in both content creation and SEO. Impressed with Lexcelera's experience in these domains, they ask the company to help them make sales skyrocket.

THE SOLUTION

Lexcelera first hosts a kick-off session to make sure everyone is on the same page regarding the project's scope and objectives, as well as to ensure they understand the brand, its target audience, and the competitive landscape in which it operates. Lexcelera then uses internal documentation to draft a style guide to establish the target tone and level of language for each local market.

Lexcelera next optimizes the client's SEO to improve their visibility to target audiences in the specified markets. We ensure first-page hits for focused keywords by optimizing Amazon listings, researching competitors' keywords, launching products, getting verified reviews, and setting up a PPC campaign. Lexcelera works with the client to help them increase the 'helpfulness' ranking of their votes, questions & answers. These are crucial to appearing on the first page of search results.

Finally, Lexcelera's expert copywriters create content using the new keywords, optimizing the wording to ensure optimal performance. When redrafting the product information sheets, Lexcelera's copywriters consider not only search ranking optimization but also about human behavior. They phrase things in order to retain users and improve conversion rate.

THE RESULT

Six months after their collaboration with Lexcelera, the company has seen a 20% increase in sales. The client is delighted that Lexcelera not only did the work well, but also provided a short list of best practices to which its internal team can refer on a daily basis. Lexcelera remains a partner of choice when this client has to manage large amounts of content.