



**RoundClicks**

**CASE STUDY**

# **A high-end women's fashion clothing brand's e-commerce website**

**- A Case Study**

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## Client's Profile:

The high-end fashion client of ours is one of the go to shop for upscale fashion. Created for the sexy, classy woman with it's originality, it is a brand that symbolizes a luxurious, sophisticated lifestyle, making every woman feel confident, sexy, and beautiful no matter the occasion. Launched in 2020 They provide the complete assortment o merchandise to clients worldwide.

# Business Requirement

## Products to be sold for summer

The client wants to introduce these below 4 products for this summer but lacks a motivation campaign to make them want to buy it....



**Tank Tops** - A summer special fashion-forward soft flowy poly-viscose crop and boxy silhouette with round neck and elongated arm holes.



**Shorts** - Show off your tanned legs this summer with an array of shorts for women from a high-end fashion brand.



**Swimwear** - The latest collection of must-haves from cute Bikinis to sexy one piece suits – what do you want to wear today?



**Bandage & Bodycon Dresses** - Criss-cross bandage, double-deep V-neck, off shoulders and Halter-chokers – must take a look at the collection

# The Challenge

## Covid-19 Quarantine

Here is a client who needs help! Well obviously she sells fashion clothes that no one wants to buy or wear at home now! Nowhere to go, no motivation to buy! Also, delivery is a huge challenge in itself!

But here's the truth, the customers actually can't wait to get away with their family once the COVID-19 quarantine comes to an end. And have all the time in the world now to choose their favourite clothing and add to cart!

Our high-end fashion client is getting ready to help you pack up the right stuff for the summer getaway that you deserve!



# The Solution

How we took it up!

Build a 3-page landing page solution based on the funnel to help this brand survive during this crisis (COVID-19) season!

Yes, RoundClicks came to the rescue of the brand to capture the audience at various levels in the funnels and help them decide. We created 3 pages each for the stage in the funnel.

## The first landing page

The first page was completely for creating awareness about what and why they deserve the luxury the brand provides and why a woman needs to pamper herself with a bit of shopping especially during times of crisis (why you can't even get out of your home – COVID-19 hello!).

We in fact called out for woman to earn money online while shopping branding clothing. How? You need to check their landing page! Ta da! We get the name and email address for our database right here.

## The second landing page

The second landing page explains the offers to the audience in the consideration stage of the funnel. Everything from spinning wheels to coupon of the day - discounts and offers. The brand provides online earning opportunities for woman who shops here at about 10 percent commission.

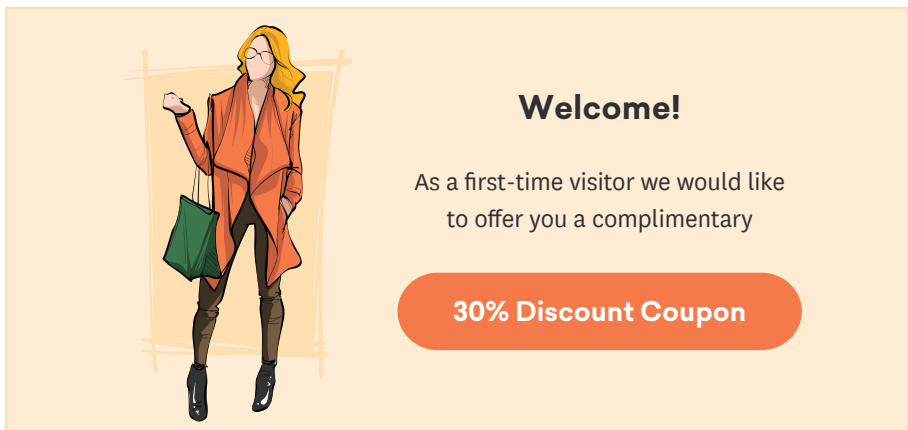
We used our custom popup tool to inform the visitors quickly of offers. The customers can become a brand ambassador or an affiliate to receive a 10% commission. If you are interested you are given a CTA to get to the next page – the purchase stage!

## The third landing page

The third landing page had a lot of product displays as well as a very clear and apparent CTA to join the referral program.

This is the purchase stage of the funnel where we made sure the prospect is enticed to make a purchase while referring friends to get their commission and the cycle of leads went on and on.

## Sample of how we use the popup tool



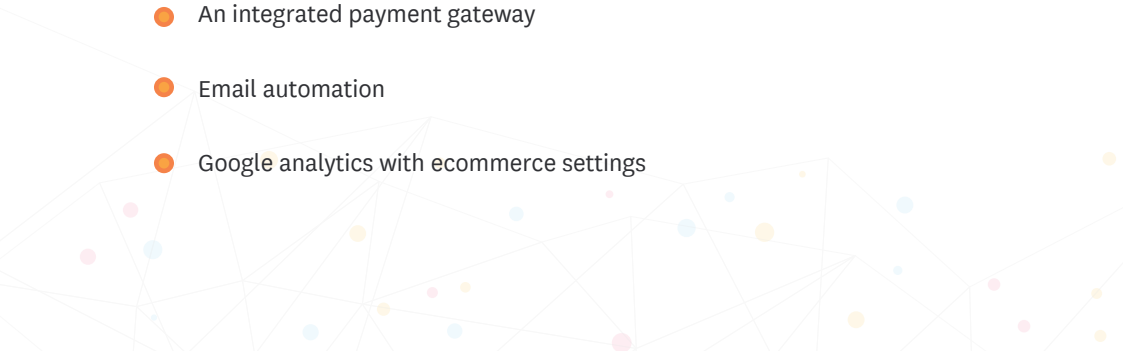
# How we handled it at RoundClicks.com

## More than a one-time solution

- Recommended to provide regular clients with a 30% off until end of year (due to corona crisis they might)
- Helped them with emailat for this campaign to split the interested clients by opens and click rates
- We sent out 'COVID-19' coupons to these clients to retain them along with the referral email
- Pre-booking for June and festive season in Oct- Nob has been enabled - remarketed through FB
- New leads were being enticed by the same code through social media ads
- The campaign was a great success! The client already has a list of leads and prebookings in queue + referrals

## Value-add from RoundClicks.com

### Other support solutions provided to the client

- An integrated payment gateway
  - Email automation
  - Google analytics with ecommerce settings
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- Google Shopping merchandising
- Help measure product performance & sales performance
- End-to-end digital marketing support including content, analytics, social media, onpage seo, FB shop setup, Google my business setup and a lot more

## The RoundClicks Magic

### How we help you pamper your clients

- High converting squeeze page templates
- Capture more leads and sell more
- Customize anything – design elements, content blocks?
- Multi-device responsive!
- Drag and drop funnels with minimum effort
- Pre-built funnels makes life easy for visitors to go through your site
- Auto-responders and sequences
- Create awareness and engagement
- Grow faster by connecting with your prospects



## **We guarantee your business growth during this crisis situation, in fact, faster!**

Connect with us today!

678-779-4597 | [support@roundclicks.com](mailto:support@roundclicks.com)

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### **Grow Beyond Landing Pages**

Create Beautiful Sales Funnels that Convert your Visitors Into Leads and  
then Customers.

**START MY FREE TRIAL**





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