

Case Study by a Coach (FPPCM Coach)

The background of this case study revolves around a marketplace in the UK, with a price point of 20GBP, and there's an intention to increase the price in the upcoming weeks.

Objective:

The primary goal is to launch a new product or item in the UK marketplace. The aim is to achieve positive reviews and ratings for the product, leading to improved visibility and sales.

Strategies/Actions Taken:

1. **Keyword (KW) Research:** Conducted intensive keyword research (Matinding KW Research) to ensure the product would match popular search queries.
2. **Launch Strategy:** The product was launched on the day it went live, emphasizing an exact match with identified keywords.
3. **Review and Rating Monitoring:** After receiving initial reviews, even if the first review was a 1-star rating, there was a decision to wait for additional reviews.
4. **Campaign Expansion:** Once the ratings improved, additional campaigns were launched to further promote the product.
5. **Bid Management:** The approach involved closely monitoring keyword (KW) rankings, expecting a high Advertising Cost of Sales (ACOS) in the initial weeks due to less organic ranking. The bids were planned to be reduced once a better organic ranking was achieved.
6. **Campaign Adjustment:** As social proof (likely positive reviews and ratings) improved, there was a strategy to expand the campaigns and reduce bids for exact matches while retaining top of search (TOS).
7. **Search Term Isolation:** Implemented search term isolation specifically within the phrase match campaign to refine targeting.

8. Innovative Action: Apart from following standard modules, an additional action was taken to launch an SB HSA with the new item. This launch was alongside other similar hero items.

Result

➤ The initial 30 days following the launch have been exceptionally impressive.

Conclusion:

The product launch in the UK marketplace was remarkably good due to leveraging specific keyword strategies, monitoring reviews, adjusting campaigns based on performance metrics, and innovatively launching complementary items.

