



# GLOFIX®

## GOMAC CHALLENGE Pre-campaign report

CID: 350-363-7295



# Client profile



## Product



Food supplement „SKIN BOOST“ with 10 different natural ingredients (such as Biotin, Selenium, Zinc, Copper, Vitamin C and E)

„Protobiont“

## Activity



Brand is developed in Lithuania 1 years ago

## Market



Current market target is Lithuania.

## Producer



Brand is owned by the organization called „UAB Bioklinika“. The „SKIN BOOST“ food supplement is produced by this organization.

## Mission



The „GLOFIX“ helps to promote supplements and achieve sales

# Audience

## Targeted Audience

Women, 25 – 37 years old



Nationality – Lithuanian



Working in a well-paid position



Dealing with stress at work



Spends free time actively



Takes care of appearance



## Needs

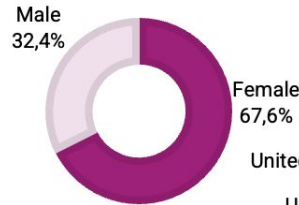
Enrich and/or maintain a healthy lifestyle

Self-confidence in daily activities, control of the skin condition

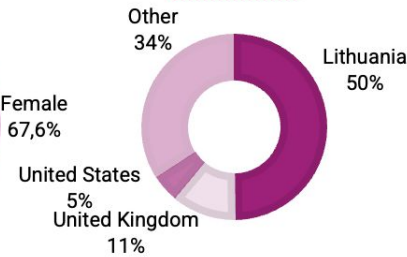
Reduce time waste by drinking separate vitamins

## Google Analytics

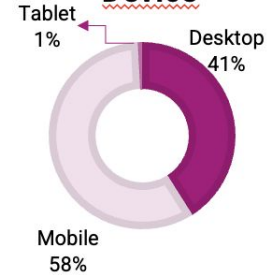
### Gender



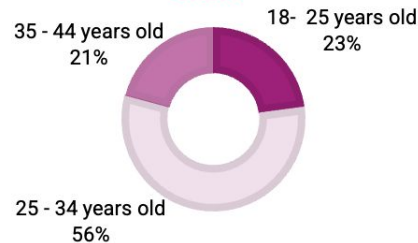
### Location



### Device



### Age



### Traffic



\*Data period : March 1st - March 31st, 2022

# Audience settings and integration to Google Ads



The main audience for "GLOFIX" is women, but men are also a significant part of it (32%). Therefore, a campaign called "Mother's Day" will be launched, which is expected to encourage the involvement of a male audience as well.



Language settings are selected according to the main national minorities living in Lithuania – Polish, Russian, English and Lithuanian.



Based on Google Analytics, 88% of visitors are new. Due to this fact, ads will convey the benefits to new users, for example, discount code for the first purchase.

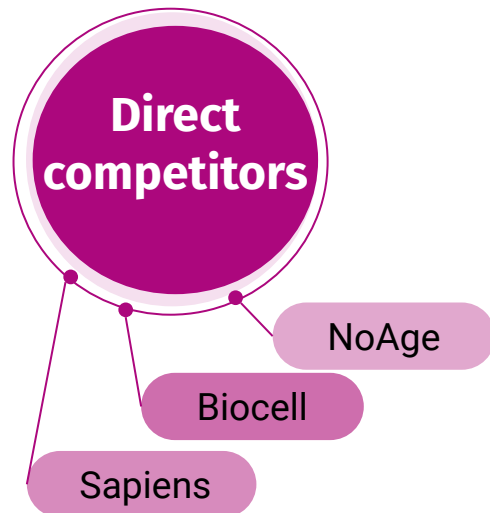


As the company is new, the campaign will focus on defined target audience rather than new age groups. Therefore, an audience of 25-34 years old women will be subject to 20% more intensive advertising.

●	25-34	Beneficial supplements for skin	Kampanija laukia	0,00	0,00 €	+20 %
●	25-34	Natural supplements for women	Kampanija laukia	0,00	0,00 €	+20 %
●	25-34	Benefits of supplements	Kampanija laukia	0,00	0,00 €	+20 %

20%

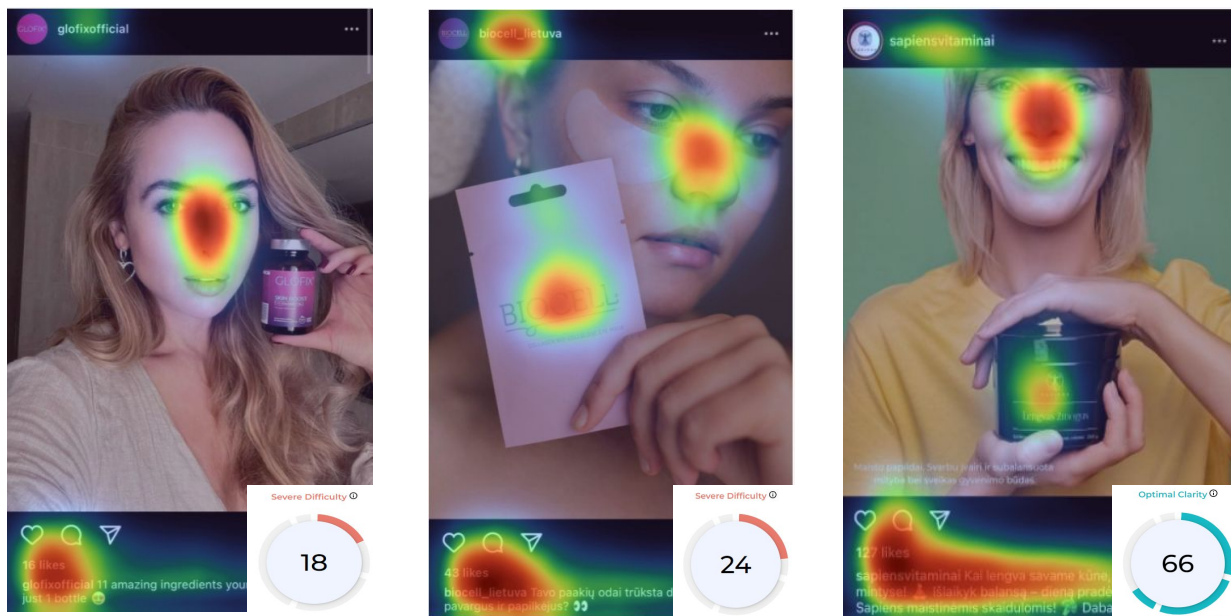
# Competitors



The “Biocell” brand has the largest market share (0.8%), but “Sapiens” achieves the largest organic search traffic (1.1K).

\*Source: Passport, Semrush (2022)

\*\*Source: Attention Insight (2022)



The biggest score got „Sapiens” brand – 66/100. This post is considered to be easy to understand, attention goes to woman’s face, product and likes section. „GLOFIX” (18/100) post caught attention by woman’s nose and likes section. However, product was not noticed. „Biocell” (24/100) brand caught attention by product, logotype, model’s nose, likes section.

# Online competitors

## NoAGE

"NoAGE" is a supplement designed to help combat the 5 major aging processes.

Ad rank: most of the time 1st position for search terms

Ad for *vitamins for skin* term

Ad for *vitamins for women* term

## Biofitus

"Biofitus" sells food supplements and natural cosmetics.

Ad rank: 1st or 3rd position for search terms

Ad for *vitamins for skin* term

Ad for *natural supplements for women* term

Advertisement · <https://www.noage-official.lt/> ▾

### Food supplements for women NoAGE Lithuania

The innovative preparation helps to combat the 5 main processes that promote aging. NoAGE was created in Switzerland. The product is already in Lithuania. Buy now. Return Guarantee.

[Shop](#) · [About NoAGE](#) · [Home](#) · [About us](#)

Advertisement · <https://www.noage-official.lt/> ▾

### The 5 Most Essential Vitamins For The Skin NoAGE Lithuania

The innovative preparation helps to combat the 5 main processes that promote aging. NoAGE was created in Switzerland. The product is already in Lithuania. Buy now. Return Guarantee.

[Shop](#) · [About NoAGE](#) · [Home](#) · [About us](#)

Advertisement · <https://www.biofitus.lt/> ▾ (8-667) 00003

### Food supplements for skin, hair and nails Biofitus

4000 strength **vitamin D** for the winter season! Free shipping. Pack of 120 capsules, 4 months. for consumption. Nervous system function. For the immune system. Highest quality.

Biofitus [Collagen](#) · [B vitamins](#) · [Vitamin C](#) · [Turmeric for immunity](#)

[Get Offer - Discount Code for You!](#)

Advertisement · <https://www.biofitus.lt/> ▾

### Multivitamins Free Shipping Biofitus

Biofitus Food Supplements + Free delivery within 1 day, day + gifts. High quality, natural food supplements from Biofitus. Free shipping within 1 day.

For [weight control](#) · [Top quality](#) · [Promotions](#) for food supplements · [Hyaluronic acid](#)

[Get Offer - Discount Code for You!](#)

## Competitors' ads feature:

- ❑ Number inclusion ("NoAGE" often uses the number 5);
- ❑ Repetitive words – free shipping, delivery, discount code;
- ❑ The purpose of the supplements is often suitable for hair and nails, and not only for the skin;
- ❑ Competitors use - sitelink, callout, and sometimes call extension.

# Current marketing

Website: [www.glofix.com](http://www.glofix.com)



## Strengths

- Clear menu section
- Relevant information about product
- Effective call to action phrases
- Mobile version well optimized

## Weaknesses

- „Chatbot“ is not used
- Registered clients do not get newsletter (direct marketing is not applied)

## Online marketing

- Influencer marketing
- Discounts/promotions (for first purchase 10%)
- Contests held on social media
- Partner „Newcrush“ promotion

## Social media marketing

### Direct channels



66 followers



601 followers  
81 Posts

- Communicates about product strenghts

### Indirect channel



68k-200k views

- Increases brand awareness on popular podcasts.

# Goals



## Client's goals

- the main marketing goal - **increase sales.**

It is quite difficult for an unknown brand that does not have consumer loyalty to achieve this, thus the proposed search advertising on Google Ads would help to achieve this.

- secondary goal - **increase**

**brand engagement.**

this goal will be pursued through social media.

## Google Ads goal

**Generate 12 conversions in four weeks**

 **12 products**

A conversion means purchasing a product on the glofix.com website.

## Social media goal

**Increase engagement in three weeks**



Through Facebook and Instagram social networks by increasing likes, comment, followers.





# Google Ads Strategy

\* Not all the KW and negative KW included in the table

	Food supplements			Mother's day
<b>Samples Ad group</b>	Beneficial supplements for skin	Natural supplements for women	Benefits of supplements	Mother's day gift
<b>Samples KW*</b>	food supplements; vitamins for skin; vitamins for hair	natural vitamins; supplements for women; natural supplements	vitamin c; biotin; zinc vitamin; selenium supplement	gift for mum; mother's day; gift ideas; gift
<b>Samples negative keywords*</b>	- liver - weight loss - hair	- men - sport - kids	- men - magnesium - collagen	- christmas - teenager - dad
<b>Location</b>	Lithuania			
<b>Languages</b>	Lithuanian, Polish, English and Russian			
<b>Keyword bidding strategies</b>	Maximize conversions			
<b>Ad rotation</b>	Prioritize the best performing ads by top-ranked keywords and maximum number of clicks to get more conversions			

\*\*Samples, KW translated in English for convenience, campaign will be held in Lithuanian

## Overview

- Campaigns: **2**
- Ad Groups: **4**
- Keywords: **24**
- Negative words: **198**
- Ads: **4**

Ads extensions: **7**

- Sitelink extensions: **4**
- Callout extensions: **3**



# Google Ads budget allocation

## Bidding strategy

The food supplements campaign is planned to start with a larger budget to reach more users and get more conversions at the beginning because the product is new and lacks market recognition. Week 2 and 3 include both campaigns to increase sales for Mothers day. In week 4 the first campaign is finishing without mother's day campaign to maintain the best results by optimizing the budget.

	Budget		Week 1 (effective start)		Week 2 (increase sales)		Week 3 (increase sales)		Week 4 (optimization)	
Campaign	%	Amount	20%	Day	36%	Day	28%	Day	16%	Day
Food supplements	60%	300€	100€	14,3€	60€	8,6€	60€	8,6€	80€	11,4€
Mother's day*	40%	200€	-	-	120€	17,1€	80€	16€	-	-
Total	100%	500€	100€	14,3€	180€	25,7€	140€	24,6€	80€	11,4€

\*Mother's day campaign only lasts for two weeks

## Competitive advantages

How ads will convey them and meet customers' needs?



Discount for the first order

Opportunity to choose desirable vitamin course

Plant based origin

Gift idea for mother's day

# Google Ads preview

Skelbimas · [www.glofix.com/food-supplement](http://www.glofix.com/food-supplement)

## Vitamin complex for women | 1-3 month supplement course

Natural, complex food supplement for women created without synthetic substances. Use the promo code: FIRST10 and get a 10% discount on your first purchase. Order now! Fast delivery. Convenient shopping. Special offers.

### Ingredients

Unique ingredients for your skin  
Complex of vitamins and minerals

### Delivery

Delivery information and time  
Shipment tracking

### Contacts

Necessary information  
Contact us

### Food supplements

GLOFIX SKIN BOOST  
One supplement for your skin!

\*Ad version for desktop

Skelbimas · [www.glofix.com/food-supplement](http://www.glofix.com/food-supplement)

## Official GLOFIX website | Effective supplement for skin | Suitable for vegans

GLOFIX skin supplement is the way to your inner glow without a complicated routine. 15% discount when buying the recommended minimum three month course! Buy now. Fast delivery. Convenient shopping. Special offers.

\*Ad version for mobile

- ✓ Keywords are used in ads to reflect a brand's competitive advantages to possible clients
- ✓ All ads lead to the same landing page
- ✓ KW, headlines, and special offers are also on the website
- ✓ 4 site links: Ingredients, Contacts, Delivery, Food supplements

Skelbimas · [www.glofix.com/food-supplement](http://www.glofix.com/food-supplement)

## Food supplement for skin | Gift idea for Mother's Day | Shop online at GLOFIX

Mother's Day is an opportunity to show you care. GLOFIX - for internal and external glow. Use the promo code: FIRST10 and get a 10% discount on your first purchase. Order now!

### Ingredients

### Contacts

### Delivery

### Food supplements

# Google Ads Objectives

2000  
CLICKS

17,000  
IMPRESSIONS

11,80%  
CTR

0,24 €  
AVERAGE CPC

2,81 %\*  
CVR

12  
CONVERSIONS

After analyzing March data from the Google Analytics Keyword Planner, preliminary metrics have been calculated to show the success of the upcoming campaign.

## CTR

- Create relevant ad groups that reflect product value, targeted geographic locations, and customer's needs.
- Create compelling ads that will stand out from competitors' ads.
- Improve Quality Score.
- Use the best ad extensions.
- Use a smart bidding strategy.
- Adjust the relevance of keywords and negative keywords.
- Keep track of impressions.

## Clicks

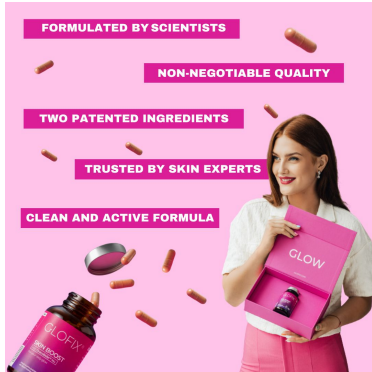
- Maximize clicks by choosing relevant keywords in order to maintain a minimum quality score of 3+

## KPI's

- CVR and conversions
- CTR and clicks
- Impressions

# Social Media Strategy

Facebook & Instagram informative post example:

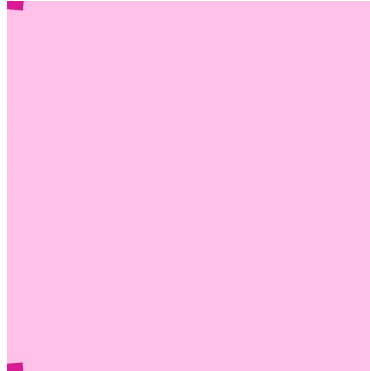


**Caption example**

Why GLOFIX? 🤔

- Formulated by Scientists
- Non-Negotiable Quality
- Two Patented Ingredients
- Trusted by Skin Experts
- Clean and Active Formula

Time to glow 🌟🌟



**Purpose**

The integration of a social media campaigns will contribute to the main goal of increasing sales by focusing on higher interaction between an external customer and company. The campaign will run for 3 weeks.







Current social media situation			
Instagram*		Facebook*	
The number of people coming to website from social media 23,86%*			
Average number of likes per post	11	Average number of likes per post	2
Average number of comments per post	1	Average number of comments per post	0
Number of profile followers	608	Number of page likes	64

To be achieved social KPI'S			
Instagram*		Facebook*	
Increase the number of people coming to website from social media to 24,50%			
Increase average number of likes per post	20	Increase average number of likes per post	3
Increase average number of comments per post	2	Increase average number of comments per post	1
Increase number of profile followers	628	Increase number of page likes	74

\*Facebook and Instagram data from March 3rd, 2022/ April 1, 2022 without promotions and contests post to evaluate interaction with organic posts.

\*Data with of people coming to website from social media was taken from Google Analytics.

# Social Media Communication Plan

	Monday	Tuesday	Wednesday	Thursday	Friday
 Facebook			Entertainment (Easter theme)		
 Instagram			Entertainment (Easter theme)		
	Monday	Tuesday	Wednesday	Thursday	Friday
 Facebook			Education post (beauty tips)		
 Instagram	Series of conversation stories (polls)		Education post (beauty tips)		
	Monday	Tuesday	Wednesday	Thursday	Friday
 Facebook			Education post (information about product)		
 Instagram	Series of conversation stories (question)		Education post (information about product)		

Types of Social Media Content

