

Digital Marketing Strategy Boosts Traffic and Leads for mauqa.online

About

Mauqa.online provides helpers so customers no longer have to worry about getting work done around their house.

Problems

- Increase organic traffic to Mauqa.online's website in order to increase sales leads and revenue.
- Increase Mauqa.online sales by reaching more homeowners via a digital marketing strategy.

Challenges

Two factors were driving Mauqa.online to pursue a more consistent digital marketing strategy:

1. New competitors entering the field
2. Existing competitors increasing their investment in digital marketing tactics

As Mauqa.online's competition grew more intense, the need for it to stand out and capture both organic search engines and paid advertising increased. At the same time, the increased competition resulted in paid advertising bids increasing, which made it critical to maintain Mauqa.online's cost per lead. Furthermore, it became paramount for Mauqa.online to build an email list in order to gain ground against the encroaching organic search engine and paid advertising competition.

"Since we began partnering with Inov8lab all of our most important KPIs are strongly trending up and to the right, including the most important one – sales.", says Muhammad Mustafa, Founder, Mauqa.online.

Strategies

- **Foundational Assessment:** The first step Inov8lab took to help Mauqa.online achieve its goals was to conduct a foundational assessment of its website to answer two questions: 1. How is it performing? 2. How can it be improved? The foundational assessment identified any marketing assets that were missing that needed to be addressed in order to execute a successful digital marketing campaign.
- From day one, Mauqa.online has focused their energy on connecting with their target demographic across social media platforms. Today, the company spends \$50,000 per year on social media marketing – to amazing results.
- Understanding your ideal customer is central to success in any business. But when Mauqa.online founders Muhammad Mustafa and Suniya

Sadullah started out, they weren't sure who would connect best with their product. But they knew they needed to find out – rather than guess, they turned to social media.

- **User Experience:** To provide visitors to Mauqa.online' site with a pleasing user experience, Inov8lab implemented the following:
 - **Segmentation:** To make it easier for both commercial and residential visitors to find what they were looking for, Inov8lab broke Mauqa.online' content down into verticals for each group.
 - **Product Pages:** Inov8lab ensures that Mauqa.online' product pages give visitors just the right amount of information to help them find the product they are looking for and convince them why they should buy it.
- **Pay Per Click:** Pay Per Click (PPC) entails advertisers paying for ads on a given platform, such as Google or Facebook, and then paying for the clicks they receive. When not done correctly, PPC can be a very costly endeavor. To ensure the highest ROI for Mauqa.online ongoing PPC efforts, Inov8lab carefully analyzes keywords relating to the company's brand, products and content, then creates specific PPC campaigns using ones with the highest click-through rates in order to drive maximum customer search traffic to its website.
- **Content Creation:** To generate more indexed pages and opportunities for Mauqa.online site to be found by search engines, and thereby increase leads, Inov8lab writes content — blog posts, tutorials and more — that engages its target audiences, conveys the value of its products to them and incorporates PPC keywords with the highest click-through rates. CTAs (Calls To Action, in the form of a button or link) are incorporated into content to convert visitors who are engaging with it into leads.

- **Conversion Strategy:** With multiple conversion goals Inov8lab conducted a full analysis to determine the best path to conversion for many visitor types. The resulting strategy converts the right visitors at the right time.
- **External Linking:** Inov8lab runs an external linking campaign on behalf of Mauqa.online to help drive traffic and increase the PageRank of its site. Essentially external links to pages on Mauqa.online' website "tell" search engines that its content is good enough to share.
- **Targeted Email Campaigns:** Email, when used effectively, remains one of the most reliable and efficient ways for marketers to get their message across. Inov8lab introduces Mauqa.online' new products and promotions via email in a manner that creates excitement and moves recipients to take a desired action.

Campaign Results

Inov8lab's digital marketing approach to achieving Mauqa.online' goals resulted in:

- Increased organic traffic 39% Year Over Year (YOY)
- Increased request quote leads by 114% YOY
- Increased content download leads by 1,200% YOY
- Grew email list annual subscribers by 1,100% YOY
- Decrease cost-per-lead (in PPC) by 28% YOY
- Increased sales by 30% YOY

- They built a tribe, before they even launched the campaign. When they launched the campaign, they rewarded the early backers with early bird rewards, who then gleefully spread the word for them.
- Within half an hour of going live, the early bird backers were all sold out.