

Guiding Newlyweds: How Bridal Rings Became a Mainstay Through Strategic Digital Marketing



Objectives

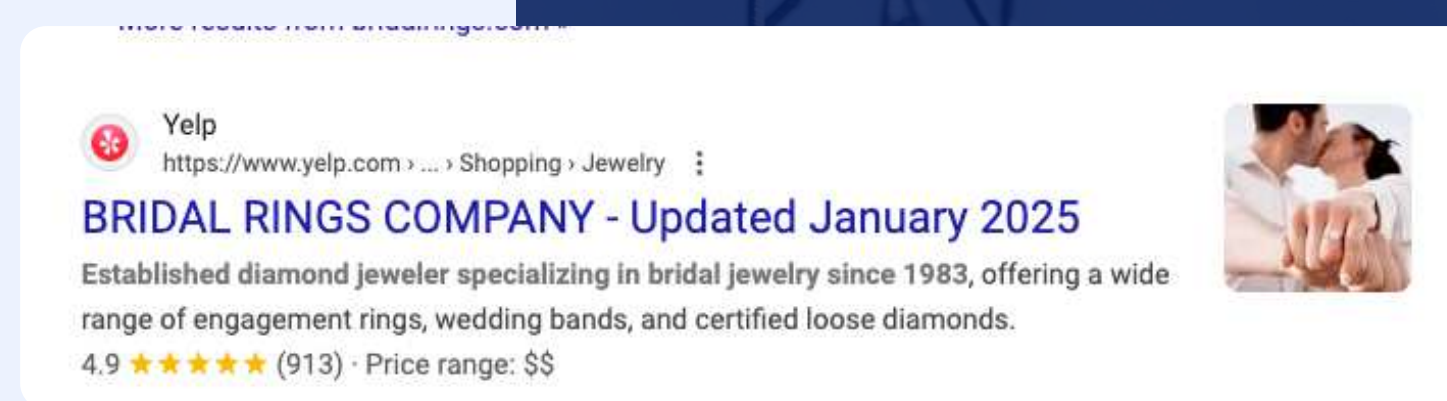
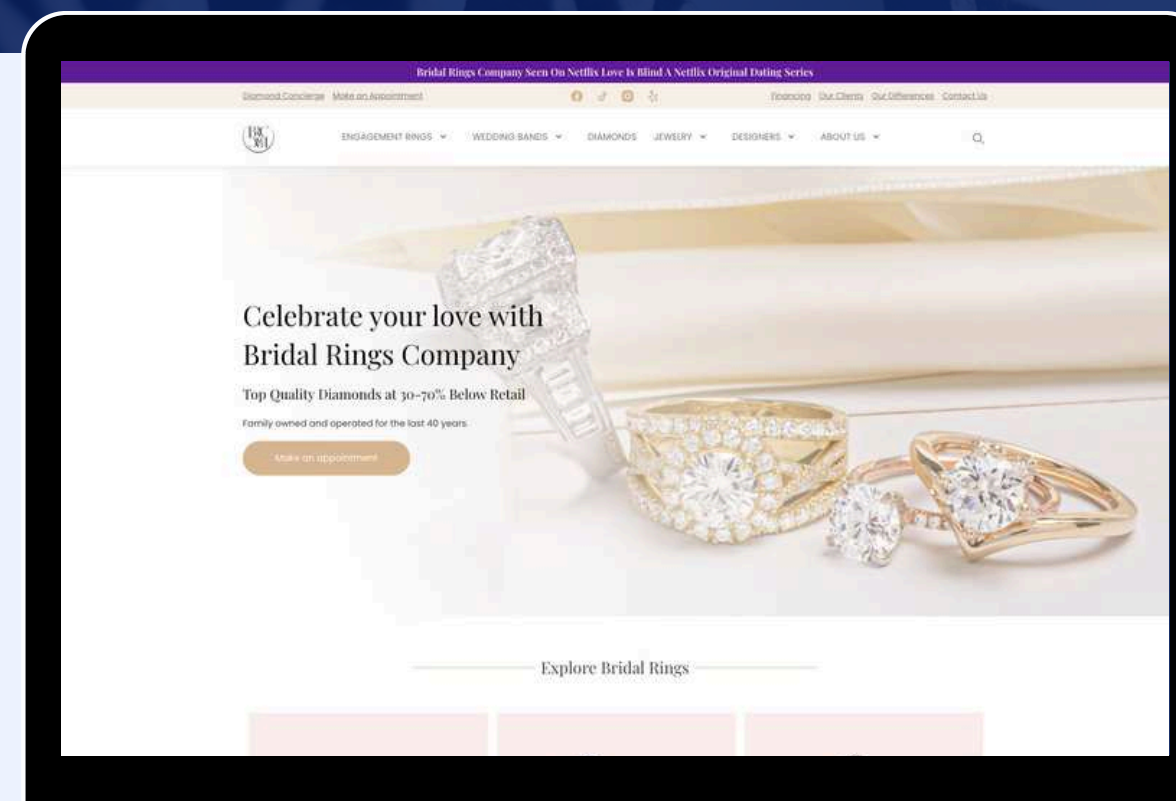
Bridal Rings was looking to capture more of the Los Angeles market by building marketing their family owned business and branding its unique in-person experience for new couples through a mixture of traditional and modern marketing strategies.

Strategy

- Increase the amount of SEO keywords to rank such as “engagement rings near me”, “bridal jewelry”
- Instantly boost revenue by retargeting the existing customer-base through Search & Display
- Boosted website CTR by 85% on marketing channels via site improvements & ads funnels
- Pushed consumers to in-store experiences on Top-of-Funnel to allow team to consult potential clients

Our Market Strategies for Success

- Comprehensive Keyword Research: Identified high-intent and long-tail keywords to target specific queries and optimize CPC & audience segmentation through CRM integrations.
- Created unique backlinks with local bloggers & media companies to support search opportunities on Google.
- Launched PMAX campaigns in tandem with Search to push TOFU & BOFU traffic and diversify lead opportunities.
- Landing Page Enhancements: Designed and optimized landing pages for better user experience, faster load times, and clear CTAs.



GOALS

↑ 1500+ Keywords
In new monthly cases attributed from marketing

↑ 18% User Return
Increase in returning customer rates from previous year

↑ 45% Store Traffic
Increase in in-person store traffic

🔥 85% Bookings
Increase in new online booking forms from all marketing efforts



"Jonathan and the team helped us set the foundations for us early on in digital marketing and grew our 2 most important marketing channels of revenue, and supporting our team each step of the way."

Joseph H.
Founder