Slicky Media

DIGITAL MARKETING

PORTFOLIO

CONTENT

OUR AWESOME SERVICE

SEO Services
Increase organic traffic of your website through targetted keywords.

PPC Campaign
Please consult your marketing problem and we will provide a solution

Social Content
Increase Social Reach with awareness strategy and content calendar.

eCom Services
We help in management your products in store like Shopify, Amazon and more.

Case Study
Brand Launch Strategy

A newly launched brand to establish a strong presence and drive sales in the highly competitive markets.

Our Solution:
We implemented a comprehensive marketing strategy that encompassed:
- Targeted Campaigns
- E-commerce Optimization
- Sales Channels

Results:
- 55% Brand Awareness Increase
- 60% Website Traffic Improvement

Website Traffic: Targeted campaigns and engaging social media content drove a substantial increase in website traffic.

Active users	Sessions	Add to carts	Checkouts
32K	39K	261	167
↑ 291.1%	↑ 319.6%	↑ 1,531.3%	↑ 1,013.3%

Sep 1 - Nov 30, 2024

— Custom - - Preceding period

View reports snapshot →

Social Engagement: Consistent content and interactive campaigns fostered a loyal community of followers and increased engagement.

All reports | campa | Slicky Media | 1 Ad account | You have unsaved changes / Data refreshed 2 minutes ago | Save | Refresh | Share | Export

Search and filter

Sep 1, 2024 – Nov 30, 2024

Pivot table | Group breakdowns | Reset column widths | Format | Custom

Month ↓	Reach	Amount spent	Clicks (all)	CTR (all)	CPC (all)	Landing page views	Content views	Adds to cart	Checkouts Initiated
2024-11-01 - 2024-11-30	748,156	$1,292.94	22,340	1.36%	$0.06	11,660	15,466	37	25
2024-10-01 - 2024-10-31	1,518,914	$1,777.96	28,041	0.86%	$0.06	12,261	13,923	50	34
2024-09-01 - 2024-09-30	465,484	$1,000.21	14,996	1.59%	$0.07	6,432	6,562	24	9
Total results 3 / 3 rows displayed	2,257,386 Accounts Center…	$4,071.11 Total spent	65,377 Total	1.12% Per Impressions	$0.06 Per Click	30,353 Total	35,951 Total		111 Total

Case Study
Social Content Management

A newly launched brand building a strong social media presence from the ground up.

Our Solution:
To achieve this, we implemented social content strategy:
- Created Visually appealing content
- Giveaways to encourage participation
- Influencer Collaborations
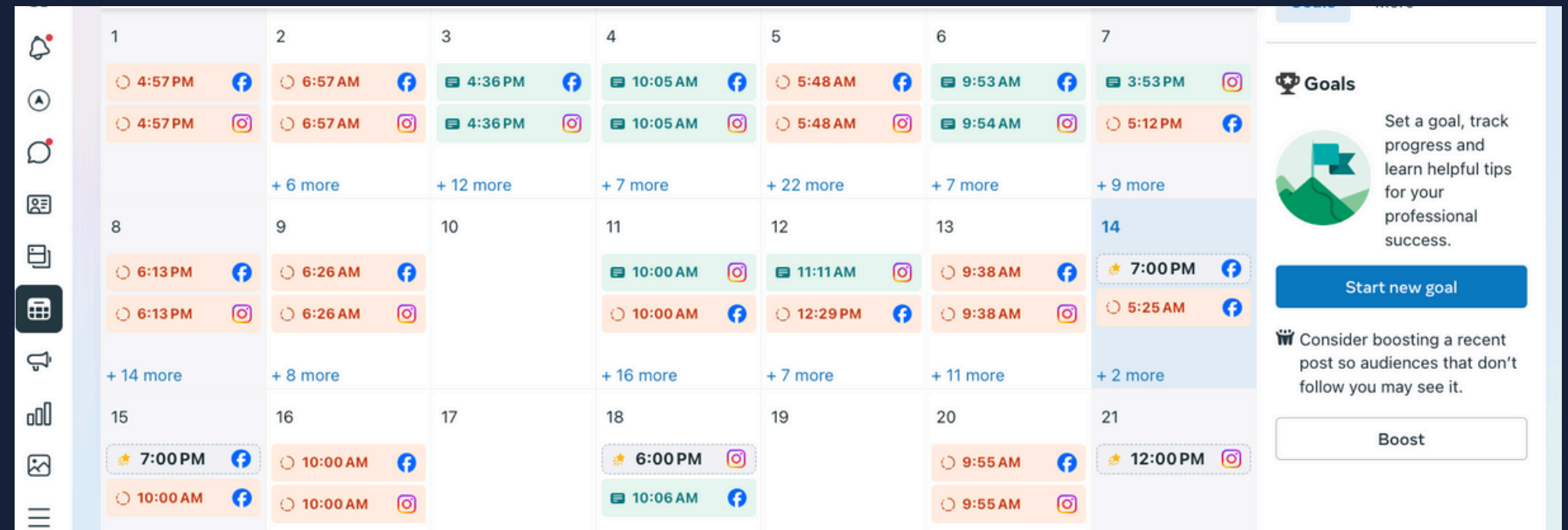- Community Building

Results:
- Significant Follower Growth
- Increased Brand Awareness
- Increased Social Engagement

Social Reach: Managed a consistent social media content calendar to engage followers and build brand awareness.
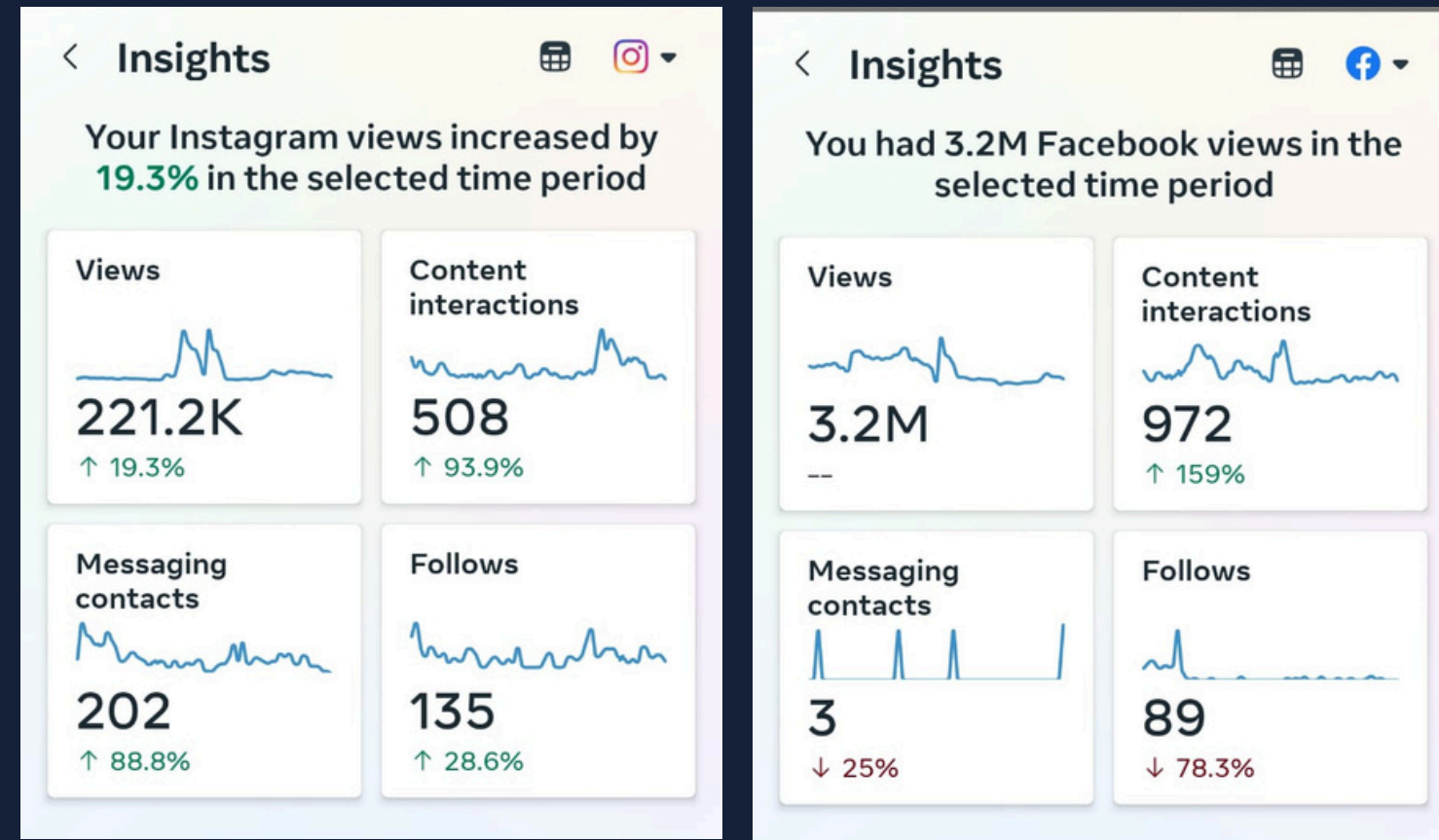
Engaging Content: Actively engaged with followers by comments, answering questions, and build community around the brand.

Case Study
SaaS Data Driven Approach

Our client, a leading SaaS company to increase signups and improve their search engine rankings to gain a stronger foothold in the US market.

Our Solution:

To achieve goals, we implemented a multi-pronged strategy:

- Targeted Campaigns for signups
- Enhanced landing page
- Optimized website content
- Enhanced Customer Support

Results:

- 25% Increase in Signups
- 30% Reduction in Signup Cost
- 20% Website Traffic Increase

Data Driven : Monitored campaign performance, analyzed key metrics, and made data-informed adjustments for maximum impact**.**

Clicks ▾	Interaction rate ▾	Conversions ▾	Cost ▾
5.86K	6.31%	24.00	Rs936K

Feb 1, 2024   Feb 29, 2024
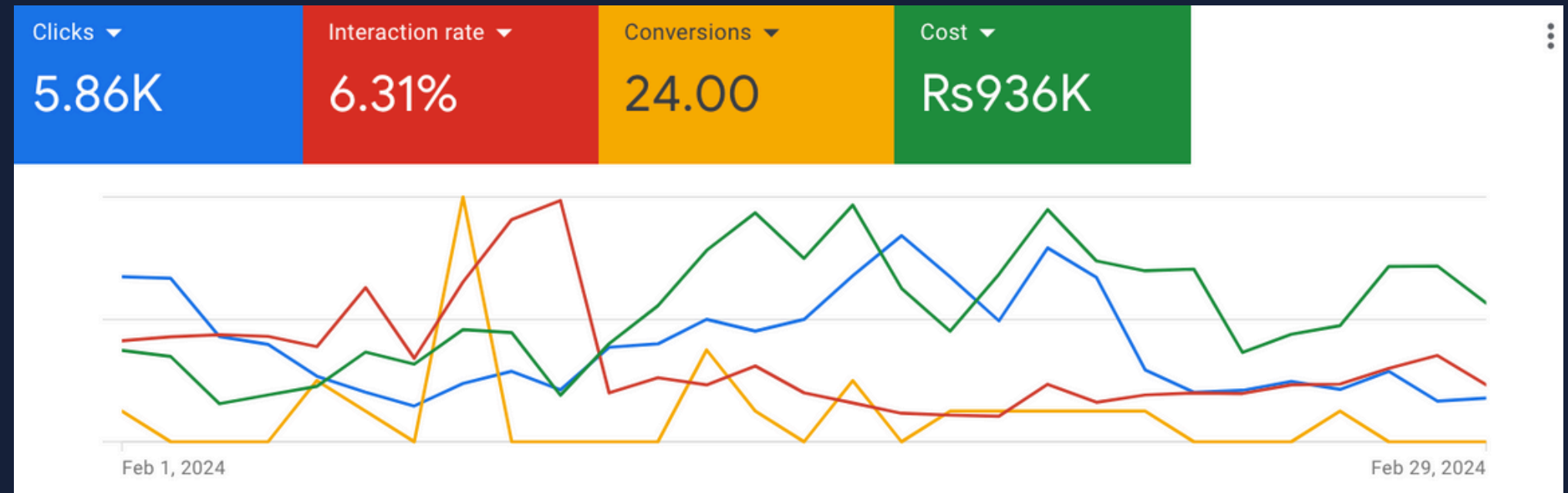
Website Optimization: Improved landing page, user experience, and search engine optimization (SEO) to attract organic traffic.

| Metrics | Competitors ▾ | Locations ▾ | Years | | 1M | 6M | 1Y | 2Y | 5Y | All | Daily ▾ |

Performance

☐ Referring domains ☐ Domain Rating ☐ URL Rating ☑ Organic traffic ☐ Organic traffic value ☐ Organic pages ☐ Paid traffic
☐ Paid traffic cost ☐ Crawled pages

Organic traffic

1.2K
900
600
300

20 Oct 2023   15 Nov 2023   11 Dec 2023   6 Jan 2024   1 Feb 2024   27 Feb 2024   24 Mar 2024   19 Apr 2024

05

Website SEO & Content

SEO Updates:
- Optimize On Page SEO Errors
- Backlink SEO Strategy
- Optimize Important Pages
- Add Schema Marks in Website
- Change Blogs URL Structure
- Check AI Content
- Check plagiarism Content
- Identify Technical Errors

Challenges:
- Website Technical Errors
- Core Vitals for Page Speed
- Content Strategy
- Keywords Ranking

Results:
- 20% Keyword Ranking Improvement
- 58% Increase in US Organic Share

	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024
Total Traffic	**6084**	**5935**	**7104**	**7002**	**6982**
Direct	1165	1193	1908	1488	516
Organic	2508	2628	2703	2675	1756
Paid	2090	1683	2120	2512	3268
Referral	308	382	364	309	633
Other	13	49	9	18	809
Intercom Signups	101	109	101	105	91
GoogleAds Signups	19	27	25	29	25
Ads Spend	$4,054	$2,692	$2,527	$2,474	$2,297
Cost per Signup	$213.37	$99.70	$101.08	$85.31	$91.87

06
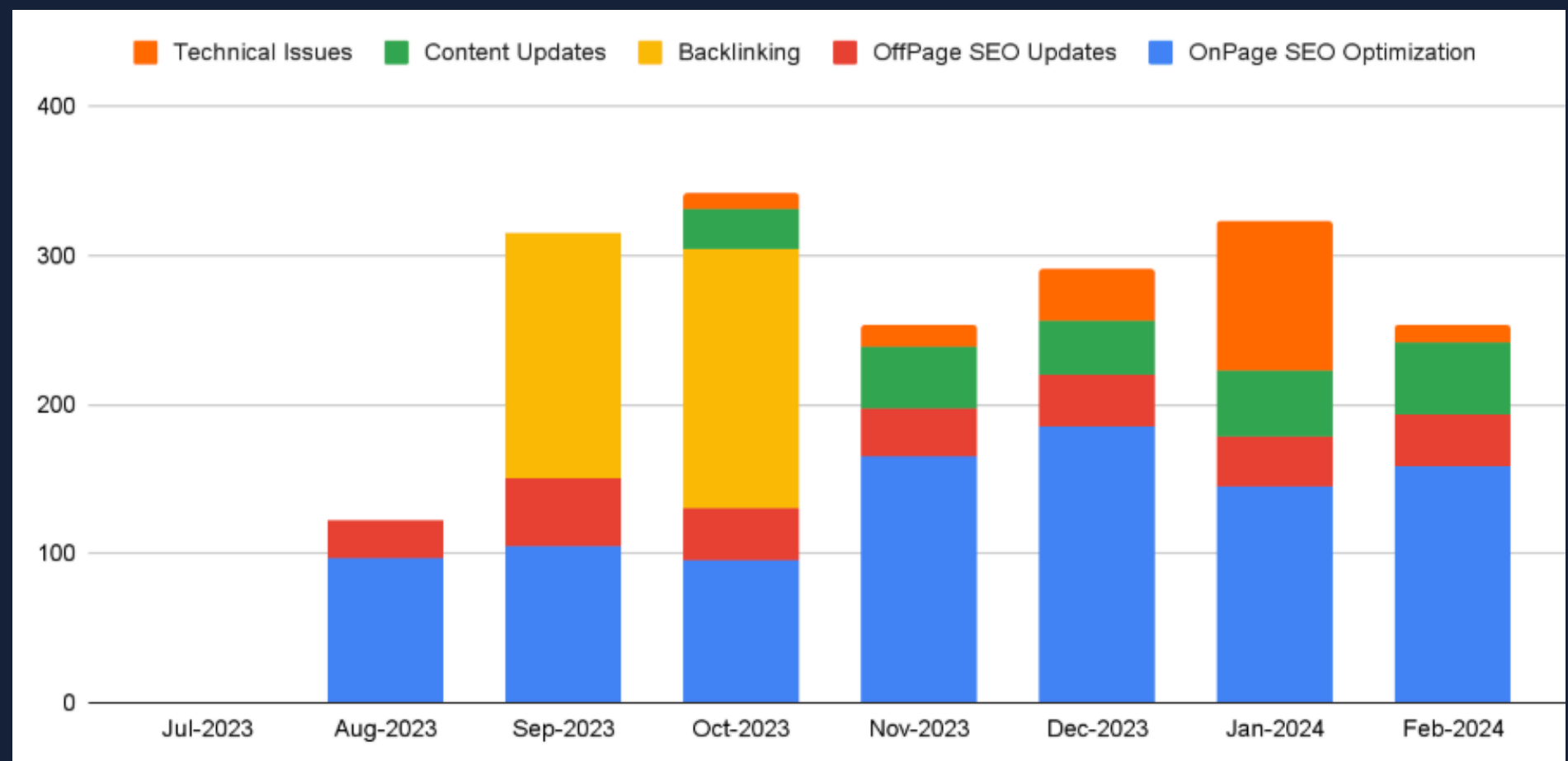
Case Study
Boosting Client Services

A prominent law firm to enhance their brand visibility and attract more clients.

Our Solution:
We developed a comprehensive digital marketing strategy that included:
- Website Enhancement
- Targeted Campaigns
- Data Driven Approach

Results:
- **Increased website traffic by 25%:** We significantly boosted website traffic through SEO and targeted advertising.
- **Generated 50% more leads:** The optimized website and targeted campaigns resulted in a substantial increase in "book consultation" leads.

Website Optimization: Improved website design, user experience, and search engine optimization (SEO) to attract organic traffic.
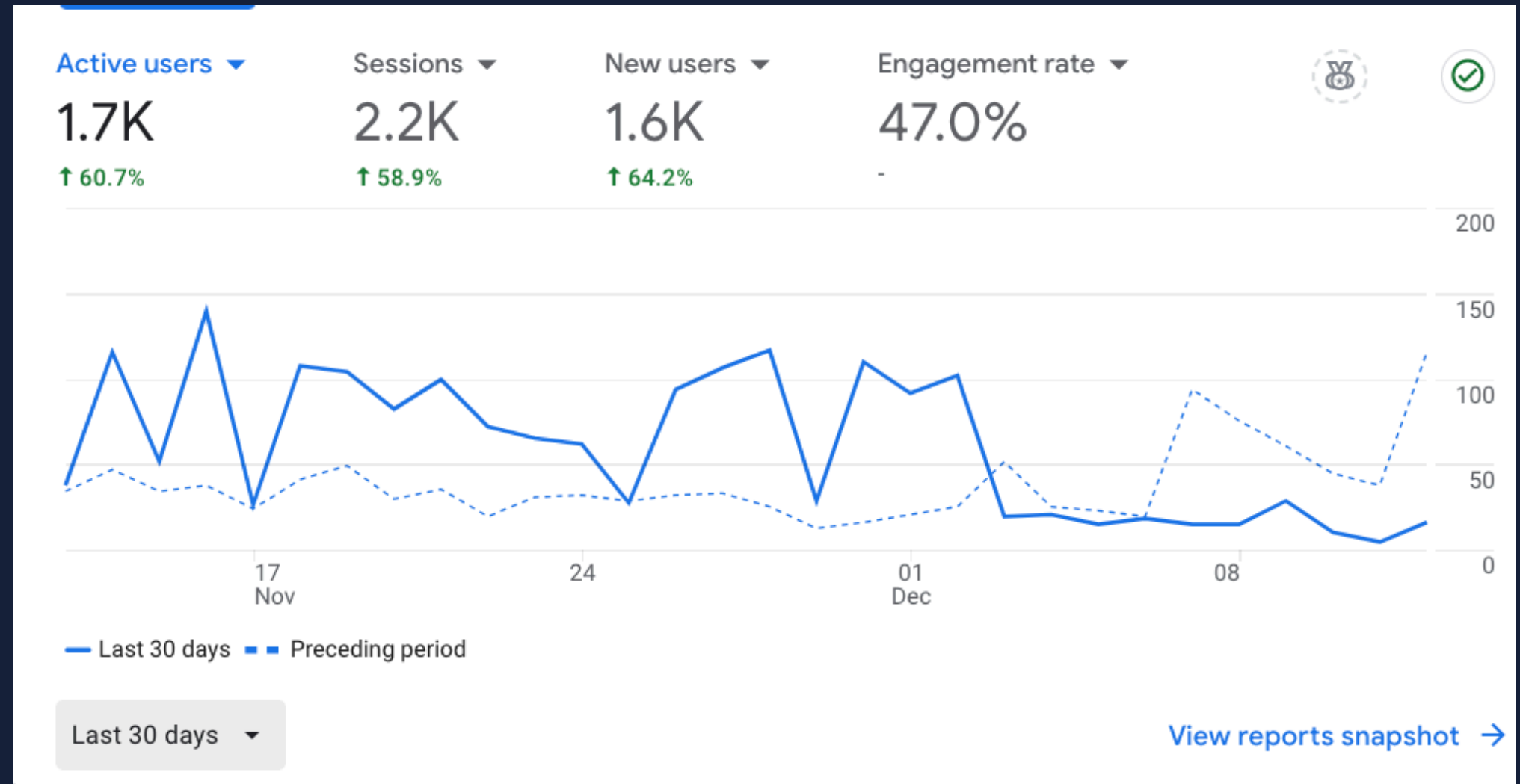
Data Driven : Monitored campaign performance, analyzed key metrics, and made data-informed adjustments for maximum impact.

Case Study
Driving Sales Growth

Our client to expand its reach and boost sales within the competitive KSA market. They were struggling to effectively engage their target audience and drive conversions.

Our Solution:
Our multi-channel approach yielded impressive results:

- **Increased Sales:** We generated 160 orders, driving a significant revenue increase of $20,746.
- **Efficient Ad Spend:** With an ad spend of just $7,892, we achieved a high ROI.
- **Enhanced Brand Visibility:** Our targeted campaigns significantly boosted brand awareness and recognition in the KSA market.
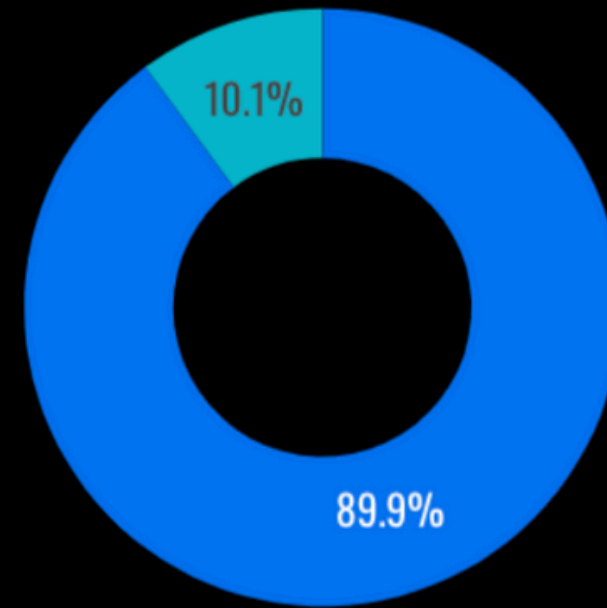
Channel	Amount ▼
1. Facebook	$1,933.17
2. Google	$218
Grand total	**$2,151.17**
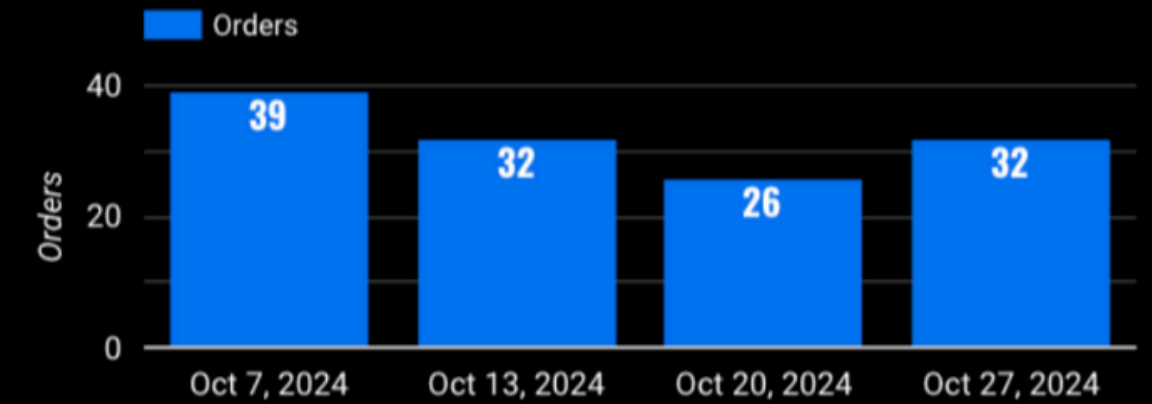
	Dated End ▼	Amount	Orders	Cost/Order
1.	Oct 27, 2024	$2,151.17	32	$126.64
2.	Oct 20, 2024	$1,972.75	26	$97.99
3.	Oct 13, 2024	$1,973.41	32	$96.25
4.	Oct 7, 2024	$2,049.62	39	$57.61
	Grand total	**$8,146.95**	**129**	**$94.62**

Date	Cost	Orders (ALL)	Revenue	ROI
June 2024	$2,443.49	111	$15,400.41	6.30
July 2024	$7,892.36	160	$20,746.22	2.63
August 2024	$9,444.49	155	$23,299.98	2.47
September 2024	$8,412.43	183	$33,405.74	3.97

Case Study
Performance Metrics Analysis

Our client need a deeper understanding of their marketing performance across various channels.

Our Solution:
We implemented a comprehensive analytics and tracking strategy:

- **Google Analytics Implementation**
- **Tag Manager Integration**
- **Pixel Installation**
- **Advanced Analytics**

Results:
We optimized campaign spending by focusing on high-performing channels and targeting high-value customer segments.
- Data-Driven Optimization
- Improved Campaign Efficiency
- Increased Sales and Revenue

Google Analytics 4

Sales Analytics: City

	City ⓘ	Purchase revenue ⓘ	Total purchasers ⓘ ▾	Total users ⓘ
1.	Riyadh	$16,081.54	74	3,786
2.	Jeddah	$7,789.08	51	2,443
3.	Dammam	$3,927.59	14	689
4.	Abha	$2,167.72	10	649
5.	Madinah	$1,786.55	10	624
6.	Makkah	$497.17	4	191
7.	(not set)	$408.48	2	141
	Grand total	**$33,270.89**	**166**	**8,227**

Sales Analytics: Country

	Country ⓘ	Purchase revenue ⓘ	Total purchasers ⓘ ▾	Total users ⓘ
1.	Saudi Arabia	$33,270.89	166	8,227
2.	United Arab Emirates	$272.87	1	128
3.	Jordan	$266.58	1	5
4.	Indonesia	$48.97	1	6
	Grand total	**$33,908.27**	**170**	**8,642**

Conversions
We track all data for optimization.

Google Analytics 4

Total purchasers
170

First time purchasers
168
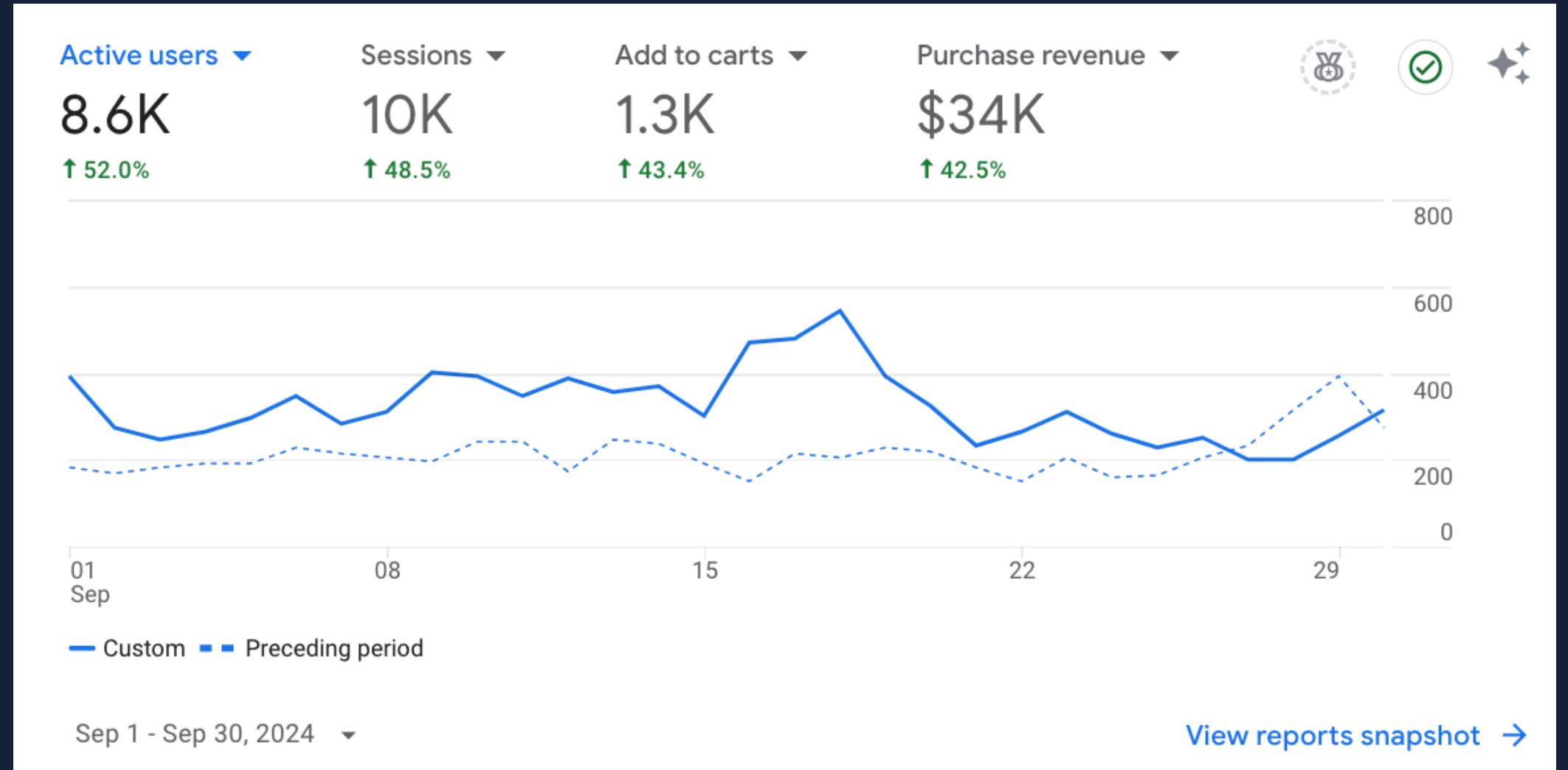
Campaign Results: Facebook Ads

Active users	Sessions	Add to carts	Purchase revenue
8.6K	10K	1.3K	$34K
↑ 52.0%	↑ 48.5%	↑ 43.4%	↑ 42.5%

Custom — — Preceding period

Sep 1 - Sep 30, 2024

View reports snapshot →

Had delivery ✕   Platform is **Instagram or Facebook** ✕   Search and filter   Clear   Sep 1, 2024 – Sep 30, 2024

Pivot table   Group breakdowns   Reset column widths   Format   Customize

Platform	Amount spent	Clicks (all)	CPC (all)	CTR (all)	Content views	Adds to cart	Purchases	Cost per purchase
Facebook	$1,523.52	14,210	$0.11	0.36%	27	11	7	$217.65
Instagram	$5,914.92	4,982	$1.19	1.37%	674	679	214	$27.64
Total results 2 / 2 rows displayed	$7,438.44 Total spent	19,192 Total	$0.39 Per Click	0.45% Per Impressi...	701 [2] Total	690 [2] Total	221 [2] Total	$33.66 [2] Per Action

10
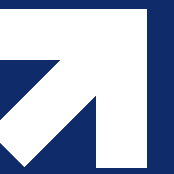
CLIENTS

Our dedicated team at Slicky Media has the privilege of collaborating with a diverse range of clients, including healthcare, legal firm, business setups, SaaS, real estate and e-commerce businesses.

GET IN TOUCH

Explore how our comprehensive suite of services can benefit your brand. Contact us today to discuss your goals and discover how our digital solutions can drive your business forward.

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campaign report

Slicky Media

1 Ad account | All changes have been saved · Data refreshed 1 minute ago | Save | Refresh | Share | Export

All reports

Had delivery | Search and filter | Clear | Oct 1, 2024 – Oct 31, 2024

Pivot table | Group breakdowns | Reset column widths | Format | Customize

Campaign ID	Objective	Amount spent	Reach	Clicks (all)	CTR (all)	CPC (all)	Content views	Adds to cart	Purchases ↓	Cost per purchase
120209949044950...	Sales	$1,964.58	66,335	1,935	1.46%	$1.02	180 [2]	180 [2]	62 [2]	$31.69 [2]
120209588000350...	Sales	$1,925.26	68,638	1,748	1.31%	$1.10	195 [2]	206 [2]	55 [2]	$35.00 [2]
120202501921930...	Sales	$1,170.62	23,814	665	0.91%	$1.76	189 [2]	96 [2]	29 [2]	$40.37 [2]
120213380440540...	Sales	$1,082.31	16,856	448	0.60%	$2.42	108 [2]	79 [2]	28 [2]	$38.65 [2]
120215835288820...	Sales	$290.55	12,374	83	0.33%	$3.50	14 [2]	24 [2]	8 [2]	$36.32 [2]
120206215235820...	Sales	$622.30	37,722	1,372	2.03%	$0.45	11 [2]	7 [2]	1 [2]	$622.30 [2]
120213374862000...	Leads	$543.06	403,670	11,110	0.58%	$0.05	2 [2]	—	—	—
120213890903920...	Sales	$414.24	7,176	340	2.40%	$1.22	1 [2]	—	—	—
120215146750310...	Awareness	$248.72	1,119,124	2,372	0.10%	$0.10	4 [2]	1 [2]	—	—
120215834194310...	Traffic	$151.01	25,698	502	1.55%	$0.30	40 [2]	—	—	—
120215835621870...	Awareness	$47.50	340,454	244	0.07%	$0.19	3 [2]	1 [2]	—	—
Total results 11 / 11 rows displayed		$8,460.15 Total spent	1,701,093 Accounts Center...	20,819 Total	0.41% Per Impressions	$0.41 Per Click	747 [2] Total	594 [2] Total	183 [2] Total	$46.23 [2] Per Action