



**Case Study:** Pioneering E-Commerce Excellence; Catalyzing Sales & Lead Generation with Zero Inventory Investment.

**Background:** [Emerging World Travel](#), a Shopify business, established a unique niche in the market by selling travel posters. The objective was to create a captivating online presence, streamline the product supply chain, and engage a targeted audience through effective digital marketing strategies.

### **Solution:**

1. **Platform Setup and Product Integration:** The Shopify store was created with attention to user experience and aesthetic appeal. Partnering with Printify, we ensured each order was handled efficiently, adopting a print-on-demand model that negated the need for physical inventory, thereby optimizing operational costs. The print on demand model serves as the optimal solution for people wanting to start their E-commerce journey with little to no money.
2. **Marketing Approach and Target Audience:** My approach utilized Facebook and Instagram advertisements, specifically targeting individuals who have a strong interest in travel and home decoration.
3. **Designing sales funnels:** Because my client's niche was exceptionally unique, we initially began with awareness ads to identify the potential target audience. I also authored an article about [hidden travel gems and destinations](#) that people tend to overlook. We executed a Facebook and Instagram campaign. This strategy enables advertisers to acquire cost-effective traffic to a landing page.
4. **FB pixel and conversion API:** I had installed the Facebook pixel on the website and configured a triggering event to categorize every visitor who viewed the article. The Facebook pixel is an invisible piece of code that is embedded on a website, tracking Facebook users visiting your site. This tracking can be utilized to create potent lookalike audiences and retarget individuals who have already completed specific actions on your website. To address the impact of [iOS 14](#) updates on ad performance tracking, we integrated the Facebook Conversion API through Google Tag Manager. This ensured robust and precise tracking of conversions and user actions, thereby preserving the effectiveness and accuracy of our marketing endeavors.
5. **Converting traffic to leads:** After running the Traffic Ad for 5 days, we had accumulated enough data in our Facebook Pixel to construct lookalike and retargeting audiences. At this juncture, we ceased the Traffic Ad and initiated a distinct Facebook/Instagram Leads Ad. In this new campaign, we offered a 10% discount on products from the emerging world collection in exchange for their email address and a chance to win a free travel poster of their choice. Once they confirmed their email submission, we promptly sent them the discount coupon via email. Subsequently, they were enrolled in a series of email automations, which served as reminders about the coupon and encouraged them to make a purchase before it expires.

**Result:** While this marketing initiative is still in progress thus far, I acquired **500 high-potential leads** for our Shopify store, at a total cost of \$1,850, equating to **\$3.70 per lead**.

**Interested in a strategy call with us? [Book a free consultation \(here\)](#)!**