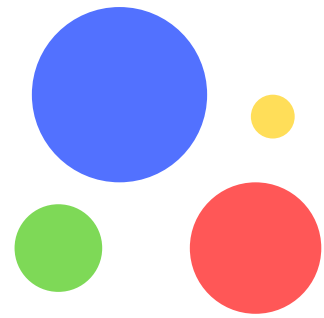


CASE STUDY

MEDIAMAGIC & RODAN+FIELDS



Services: Social Media Ads + Email Marketing



Industry: Cosmetics CPG

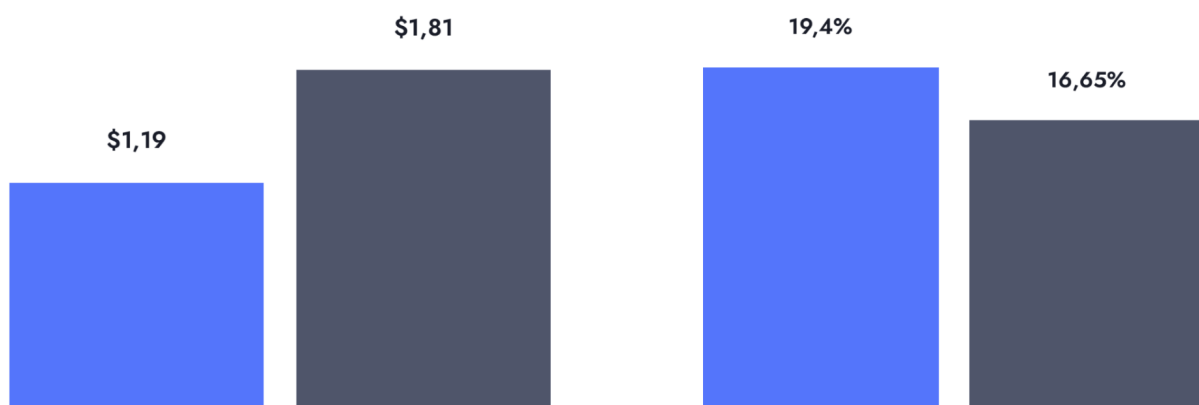
RODAN+FIELDS



Objective: get more leads & engagement

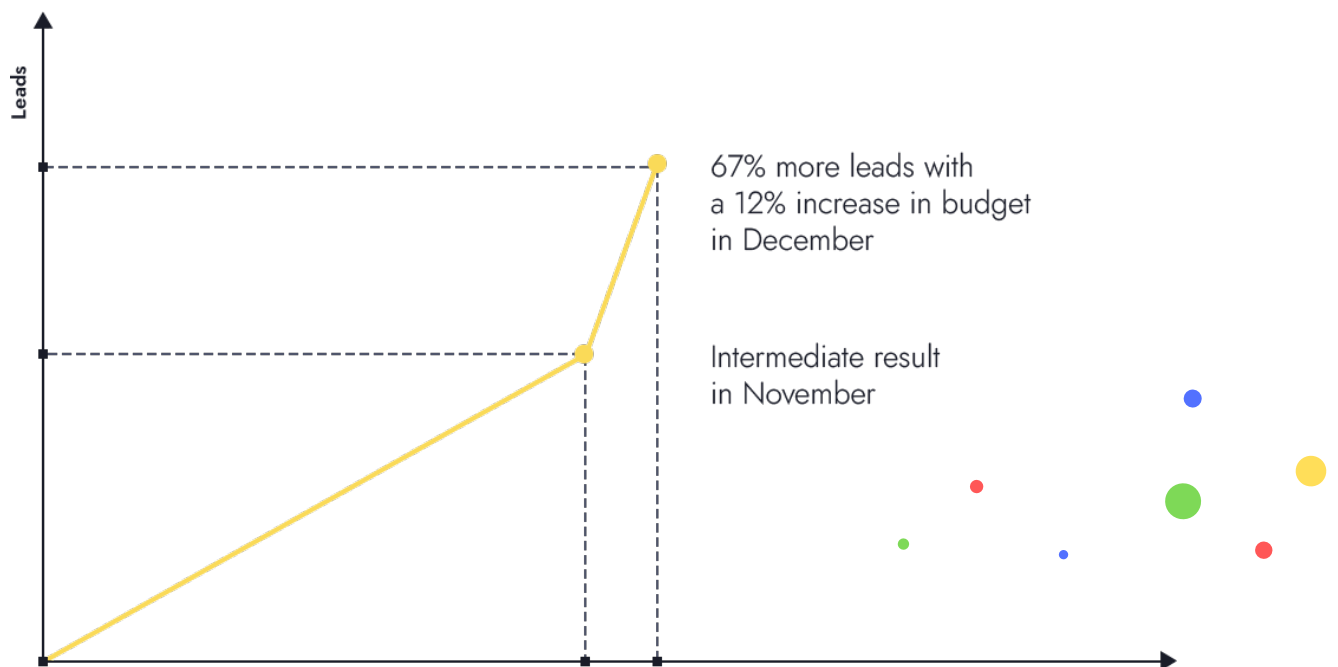


Website: www.rodanandfields.com



Average Cost-per-Click rate
Rodan+Fields case vs overall beauty industry

Average Email Open Rate
Rodan+Fields case vs overall beauty industry



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

The client wanted to promote the skincare bundles through social media ads & email marketing and boost sales for the products.

As the skincare products were more expensive than the regular products in the market and also because of the high competition in the skincare niche, it was challenging to sell the products to the target audience.







SOLUTION AND RESULTS




Team Media Magic had an opportunity to provide marketing solutions to one of their Independent consultants. With our powerful DEMMO methodology and a strong commitment to quality client servicing, we designed and created a hybrid social media marketing campaign that was combined with an email marketing strategy.

Our process started by creating custom landing pages specific to the top products which not only enhanced the user experience but also resulted in a good number of conversions. The next process included creating a laser-targeted audience and ad copies. As the campaign was launched during the holiday season, we have also implemented the Christmas and holiday themes in our creatives. The main feature that differentiated the campaign was the audience targeting based on life events. We also integrated our ads and email marketing efforts with CRMs and tools to measure our performance and lead nurturing processes. At the end of the campaign, we have received great results from the audience not only in terms of leads at a low cost but also and engagement.


CAMPAIGN OVERVIEW

On/Off	Ad set name	Reach	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Results ↓	Cost per result	Amount spent
	MM R+D JPSkin Female USA Brands & S...	11,236	725	\$0.77	3.73%	144 Website leads	\$3.88 Per Lead	\$558.55
	MM R+D JPSkin Male + Female USA Frie...	2,985	157	\$0.77	3.82%	25 Website leads	\$4.83 Per Lead	\$120.81
	MM R+D JPSkin Male + Female USA Ne...	1,306	60	\$1.23	2.52%	10 Website leads	\$7.36 Per Lead	\$73.57
	MM R+D JPSkin Male + Female USA Ann...	1,225	57	\$1.34	2.98%	9 Website leads	\$8.47 Per Lead	\$76.22
	MM R+D JPSkin Female USA Brands & S...	1,956	73	\$1.04	2.84%	invitee_meeting...	Per invitee_mee...	\$76.03
	> Results from 5 ad sets	16,348 People	1,072 Total	\$0.84 Per Action	3.52% Per Impressions	—	—	\$905.18 Total Spent


AD SAMPLES



Rodan+Fields: JP Skin

Sponsored · 

Shop the REDEFINE Regimen + Lash Boost Special bundle featuring our new + improved REDEFINE Regimen along with our [...see more](#)




Shop Now!


TEAMMEDIAMAGIC.AC-PAGE.COM

REDEFINE Regimen + Lash Boost Special


SHOP NOW



Rodan+Fields: JP Skin

Sponsored · 

The RECHARGE Regimen is formulated to work together to fight skin issues like dullness, dryness + more that pop up in 20s. [...see more](#)



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Supercharge your skin's natural defenses!

SHOP NOW

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