

Pitschy Media LLC  
www.pitschy.com

## PITSCHY MEDIA (CASE STUDY)

# KIX'IES

Women's Lingerie Accessories  
DIGITAL MARKETING, SEO  
CASE STUDY



### PRIOR TO OUR DIGITAL MARKETING & SEO SERVICES

Our client approached us in October 2020 with a healthy online social media presence and an 8-year-old website, but it wasn't inviting or SEO optimized. They wanted to improve their brand awareness, online presence and increase sales for the holiday. At the time they signed on for our digital marketing services, they had just one keyword ranking on the first page of major search engines: Kixies. No organic traffic was being generated for their products, and e-commerce sales were a bit stagnant. What did we do? Take a look!

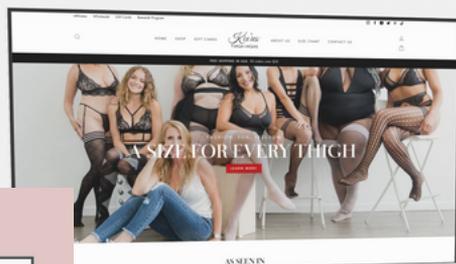


# OUR WEBSITE SOLUTION

- We installed a brand new Shopify theme and integrated new images and video
- The modern site included dynamic images, a mobile-friendly design, a blog, news, more informational pages, SEO, and a more cohesive product line offering.
- We implemented fun lead-generation apps, reviews and a rewards program.

## Website: Before and After

Before



After

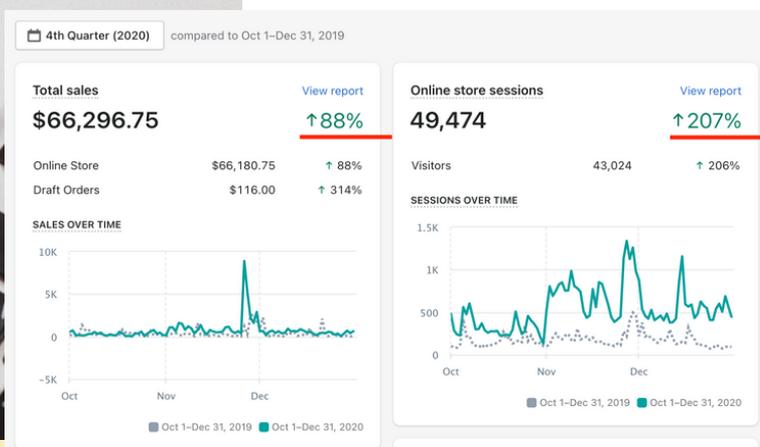


# OUR DIGITAL MARKETING SOLUTION

- We performed keyword research and competitive analysis to identify target audiences.
- We built Search and Display Google Ad campaigns that targeted these key customers
- Implemented regular holiday sales campaigns through Constant Contact.

## 3 Month Results

Oct. 2020 - Dec. 2020



**From Oct. 2020 - Dec 2020, website sessions increased over 207% and Revenue increased 88% resulting in record-breaking holiday sales for Kix'ies!**

# OUR DIGITAL MARKETING SOLUTION



- We implemented ongoing Search and Display Google Ad campaigns that targeted key search terms
- In May 2021, we implemented Facebook Ads to boost even more sales traffic and brand awareness.
- FB Ads = +9,877 Clicks per mo.  
+ 15 Conversions
- Google Ads = +3,371 Clicks per mo.  
+ 245 Conversions

## 8 Month Results

Nov. 20 - Jul. 21

Google Analytics Home

Users	Revenue	Conversion Rate	Sessions
145K ↑1,317.4%	\$191K ↑838.7%	1.79% ↓34.7%	195K ↑1,299.4%

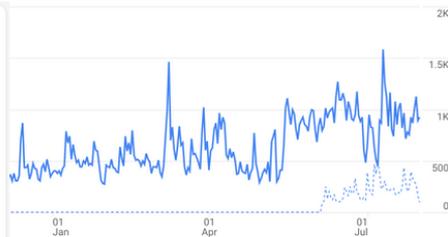
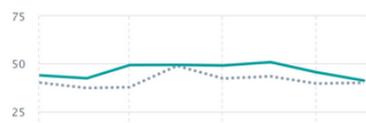
Average order value

**\$46.66**

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↑12%

ORDER VALUE OVER TIME



Nov 1, 2020 - Jul 31, 2021

[AUDIENCE OVERVIEW](#)

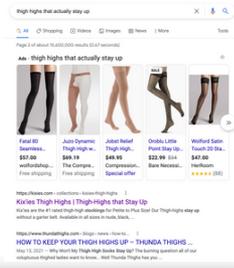
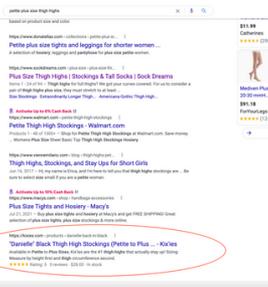
**From Nov. 2020 - July 2021, website users increased over 1,300% and Revenue increased 839%. While Conversion Rates went down, the AOV (Avg. Order Value) went up 12%**



# OUR SEO SOLUTION

- We identified how potential customers were searching through extensive keyword and competitive research.
- We targeted keywords ranking on page 1 for Google
- We designed & implemented an SEO plan that included content marketing, on-page and off-page optimization around targeted keyword terms

## 7 Month SEO Project Results Jan 21 – Jul 21



4 Organic Search

152.60%

**Our client went from 1 keyword ranking on Google page 1 to 4 page-1 Google search results and ongoing organic traffic. Using targeted search terms/keywords, content marketing, and on-page SEO techniques, we increased organic traffic 153%.**

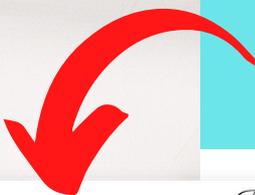


\$

# HEY, ORGANIC TRAFFIC ADDS UP!

Current avg. organic search traffic per month for one blog post = 8,467 (this **free** traffic is worth about \$4,235 in ad spend per month when CPC is .50 cents!) In seasons where it's harder to compete for clicks (holiday) those free clicks can be worth as much as \$1-\$3 each (\$25,400)

**This Blog Content Brings in \$4,200+ of Free Traffic per mo.**



HOME SHOP GIFT CARDS *Kixies* THIGH HIGHS ABOUT US SIZE CHART CONTACT US

## THIGH HIGHS FOR THICK THIGHS

Have you ever looked at a pair of sexy thigh highs and thought, "Oh, I can't wear those" or, "Those would never fit me." If you think thigh highs are only for skinny women, think again. With new fabric technology and better sizing options, thigh highs are made for every size - even thick thighs.

Hosiery has come a long way for women since its inception in the early 1900s. Thigh high stockings began as the original design of women's hosiery. By the 1920s women's hosiery was worn more like knee high socks with garter belts. Naturally, as hemlines raised, so did length of the hosiery to thigh high length (and an ultra-sexy status).



### Top landing pages by sessions

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<a href="#">Frontpage (kixies.com)</a>	117,949	↑ 346%
<a href="#">/collections/pride-month</a>	9,464	-
<a href="#">/collections/kixies-thigh-highs</a>	9,233	-
<a href="#">/blogs/kixies-blog/thigh-highs-for-thick-thighs</a>	9,023	-
<a href="#">/orders</a>	3,634	↑ 78%

# OUR "TRIFECTA" CONTENT MARKETING STRATEGY + OBJECTIVES

1. **Create "evergreen" content** that attracts relevant search traffic from our target audience. This is the nuts and bolts of all pull marketing. Evergreen content answers questions such as what, why, how. Or in the case with Kix'ies, "*Thigh Highs for Thick Thighs.*" The women searching for this particular topic were part of our target market.
2. **Generate backlinks** to the website to help improve our authority rankings and search visibility on Google. Creating high-value, long-form content is the key. *i.e.* "*Plus Size Fashion Brands Still Aren't Getting It*"
3. **Gain traction and authority** in the lingerie and thigh-high space, grow Kix'ies brand presence around online conversation and valuable viral content.