

Case Study

108.17%

Increase



Facebook Page Likes

2,518%

Increase



Instagram Followers

96.5%

Increase



Facebook Post Reach

483.3%

Increase



Instagram Post Reach

Presented By -



About SG Pets (Singapore)

SG Pets Pte Ltd is the wholesale distributor of Halo and Real Nature Products for Pets and other brands of exceptional pet products.

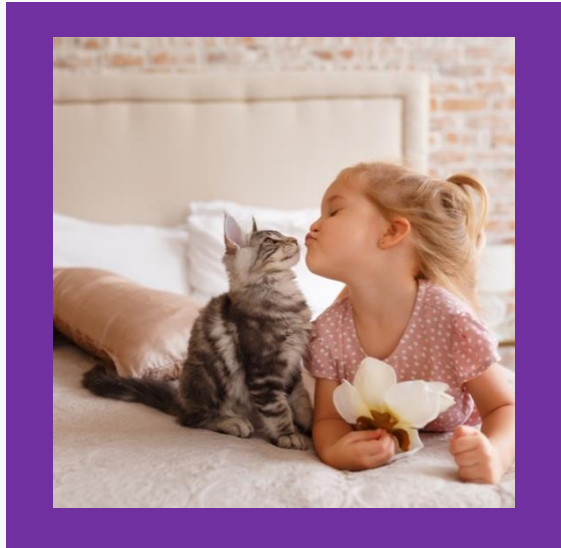
Dog Food

- Puppy
- Adult
- Small Breed
- Senior
- Vegan
- Grain Free
- Healthy
- Weight
- Wet Food
- Dog Treats
- Supplements

Cat Food

- Kitten
- Adult
- Senior
- Indoor
- Cat
- Supplements
- Cat Litter
- Cat Treats
- Accessories
- Sensitive Stomach





Social Media Optimization

Managing Facebook, LinkedIn, Twitter, Instagram, SoundCloud, Podbean, and Spotify



Social Media Marketing

Reduced cost per like, cost per click; increased traffic



Online Reputation Management

Wikipedia page, Got the Facebook page verified



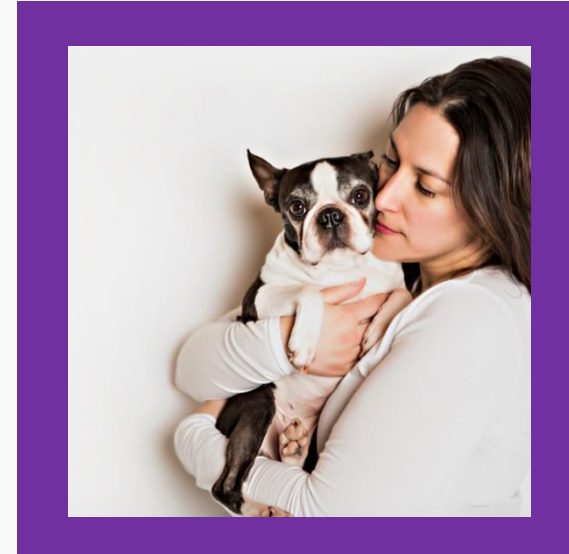
ON Page SEO



OFF Page SEO



Google Ads



Services Offered by
DriveIT Digital

Initial Challenges



- To improve the engagement score
- Improve followers rate
- Optimizing websites (user friendly, web page speed score, etc.)
- Promoting all online and physical events
- Run ads on targeted audience
- Increase website traffic with lower bounce rate
- Generate leads
- Live viewers for online events



Initial Proposal to SG Pets

- ❖ To improve their website's technical issues with support of strong back links to improve rankings. For this, the website had to be properly optimized & then constantly updated with the trending changes of Google Algorithms to let the competitive keywords rank on Page #1.
- ❖ To increase their presence on social media platforms and connect with existing & prospective buyers of the products and to make them aware about certain facts of their food & keep them engaged.

Initial Challenges

The project initiation phase was critical to successful project development and implementation since that was the time when the project manager took the initial steps to create a solid foundation for success in all of the following project phases and activities.

- ❖ DriveIT Digital, performed an initial site audit to understand the issues the site is facing.
- ❖ We then Conducted a competitive website study and work out with a unique search engine optimization & Social Media Optimization & placement strategy to achieve top rankings for the web site.
- ❖ Extensive research on keyword phrases, and identify and analyze popular keywords for the website was done which was based on market demographics that could drive targeted traffic.
- ❖ Reviewed the site's pages and decided which ones are best for SEO.

Project Initiation Phase (Contd..)

- ❖ Optimized the content of website in a manner that made the keyword rich as well as in easy- to-understand descriptive language that was relevant to the target audience.
- ❖ Optimized each page's Title and Meta description, Header tags for the targeted keyword phrases, so that each page could be specifically different to the keywords targeted.
- ❖ Set up Google Analytics and started tracking traffic and conversions on the website to measure in-depth traffic analysis.



Preparation Phase



Research &
Planning



Concept Phase



Brand Development
Phase



Finalization phase

DriveIT Digital Strategy

The road map to success.... (Contd..)

- ❖ Had to focus on the content of website in a manner that made it keyword rich as well as in easy to understand descriptive language that was relevant to the target audience, **because – Relevance is important than quantity.**
- ❖ Focusing more on quality and actual value, as opposed to quantity or output.
- ❖ Different sized write-ups for a better traffic from blogs, articles, classifieds – the influential off-page trio!
- ❖ Automating specific marketing processes, often triggered, using the right content on the right time at the right place.



SEO Results

Current Rankings: After a successful execution of the new strategies, within 5-6 months, we have achieved our 15 keywords on #1 Page on Google.

Search Engine (Google.com.sg)				
S.No	Keywords or Targeted Phrase	Initial Rankings	Current Rankings	Google Map Rankings
1	Cat Food Supplier	Not in SERP	1	1
2	Best Cat Food For Kittens	Not in SERP	4	1
3	Pet Food Distributor Singapore	Not in SERP	2	1
4	Pet Supplies Wholesale Singapore	Not in SERP	2	1
5	Dog Food Brands Singapore	Not in SERP	2	1
6	Buy Cat Food Online	Not in SERP	3	1
7	Buy Cat Food & Treat Online	Not in SERP	4	1
8	Buy Pet Food Online	Not in SERP	9	1
9	Halo Dog Food Online	Not in SERP	5	1
10	Online Vegan Dog Food	Not in SERP	2	2
11	Best Vegan Pet Food Singapore	Not in SERP	2	2
12	Pet Food Supplier	Not in SERP	1	2
13	Best Cat Litter Singapore	Not in SERP	6	2
14	Vegan Dog Food Singapore	Not in SERP	1	3

Social Media Results

Facebook and Instagram

108.17%
Increase



Facebook Page Likes

120%
Increase



Facebook post Impressions

2518%
Increase



Instagram Followers

483.3%
Increase



Instagram Reach

- ❖ Sharing posts in relevant groups
- ❖ Tag people and organization which are in the articles
- ❖ Use relevant hashtags on posts
- ❖ Run ads on post and Event to the targeted audience

- ❖ Build community on Instagram
- ❖ Increase reach/impressions on Facebook and Instagram
- ❖ Reduced cost per page like by 7042%

A few of our social media designs

HALO
A WHOLE LOT OF DIFFERENCE

The Proof is in the Poop®
Super Digestibility

▲ **HOLISTIC. WHOLE.** ▲
▲ **HUMANE.** ▲

“NO Meat Meal”
of ANY Kind!

DreamCoat
Shine and Coat Care

LIV-A-LITTLES
Lactobacillus, Bifidobacterium Longum, Bacillus Subtilis, Yeast

CHICKEN RECIPE
Grain Free

The **WHOLE** Difference

Originative® Sourcing

Non-GMO Vegetables

NATURE'S SPECIALTIES
NATURAL AND ORGANIC PET CARE PRODUCTS

Give Your Pets the Best Care and Grooming

QUICK RELIEF
ITCH RELIEF

ALOE PREMIUM
SHEA CONDITIONER

PLUM-CRAZY
MOISTURIZING WATER

FLUFFY & PURE
NATURAL SHAMPOO

EAR CLEANER
NATURAL EAR CARE

NOT TESTED ON ANIMALS

GENTLE CLEANSING ACTION

NATURALLY MADE

Real Nature

HOLISTIC PETFOOD

A DIETARY REVOLUTION

HOLISTIC DOG FOOD NO. 1 PRAIRIE LAMB

HOLISTIC CAT FOOD NO. 3 OCEAN SALMON

HOLISTIC PUPPY FOOD NO. 1 PRAIRIE LAMB

MARIGOLD LUTEIN EXTRACT
Protect dog's eyes, reduce risk of cataract and macular degeneration

YUCCA, GREEN TEA, MINT EXTRACT
Help break down ammonia, reduce fecal odor, and improve immunity

LACTOBACILLUS, BIFIDOBACTERIUM LONGUM, BACILLUS SUBTILIS, YEAST, CELL WALL AND ORGANIC ACID
Build intestinal probiotics, and produce natural enzyme to help digestion, reduce allergic reaction, enhance immunity

GREEN MUSSEL, GLUCOSAMINE, CHONDROITIN, AMINO ACID CHELATED MANGANESE, COPPER, ZINC
Maintain joint health, especially for active dog and senior

FLAXSEED, ALASKA COD OIL
Provide high levels of omega-3 & 6 for a healthy skin and coat, and reduce allergic reactions



Give your canine this Halo-sensitive stomach - it'll make your pet's belly healthy and fit



Starting at
\$10.90



www.sgpets.com.sg



Medicated Shampoo

is the best therapeutic shampoo for your pets,

gently cleanses superficial wounds,
and soothes irritations

Starting at
\$5.00

Available Sizes:
16oz, 32oz, Gallon



www.sgpets.com.sg



Feed your
POOCH REAL
and
HEALTHY



- Eye protection
- Skin protection
- Digestive health
- Odor reduction
- Bone & joint protection



Starting at
\$2.00



www.sgpets.com.sg



Benefits of Feeding Canned Food to Dogs

- Provides hydration
- Easier to chew
- Contains higher protein
- Put less strain on the organs
- Rich in flavour & aroma



www.sgpets.com.sg



Strengthens immunity,
reduces allergy and maintains
good skin health



Starting at
\$42.10

Available sizes:
60g, 500g, & 4kg



www.sgpets.com.sg



Halo Holistic Sensitive Stomach Seafood Medley For Cats

- 🐾 Has super digestibility
- 🐾 Provides more bioavailable nutrients to your cats
- 🐾 Has no antibiotics, artificial flavors, colors, or any kind of preservatives



Starting at
\$38.00

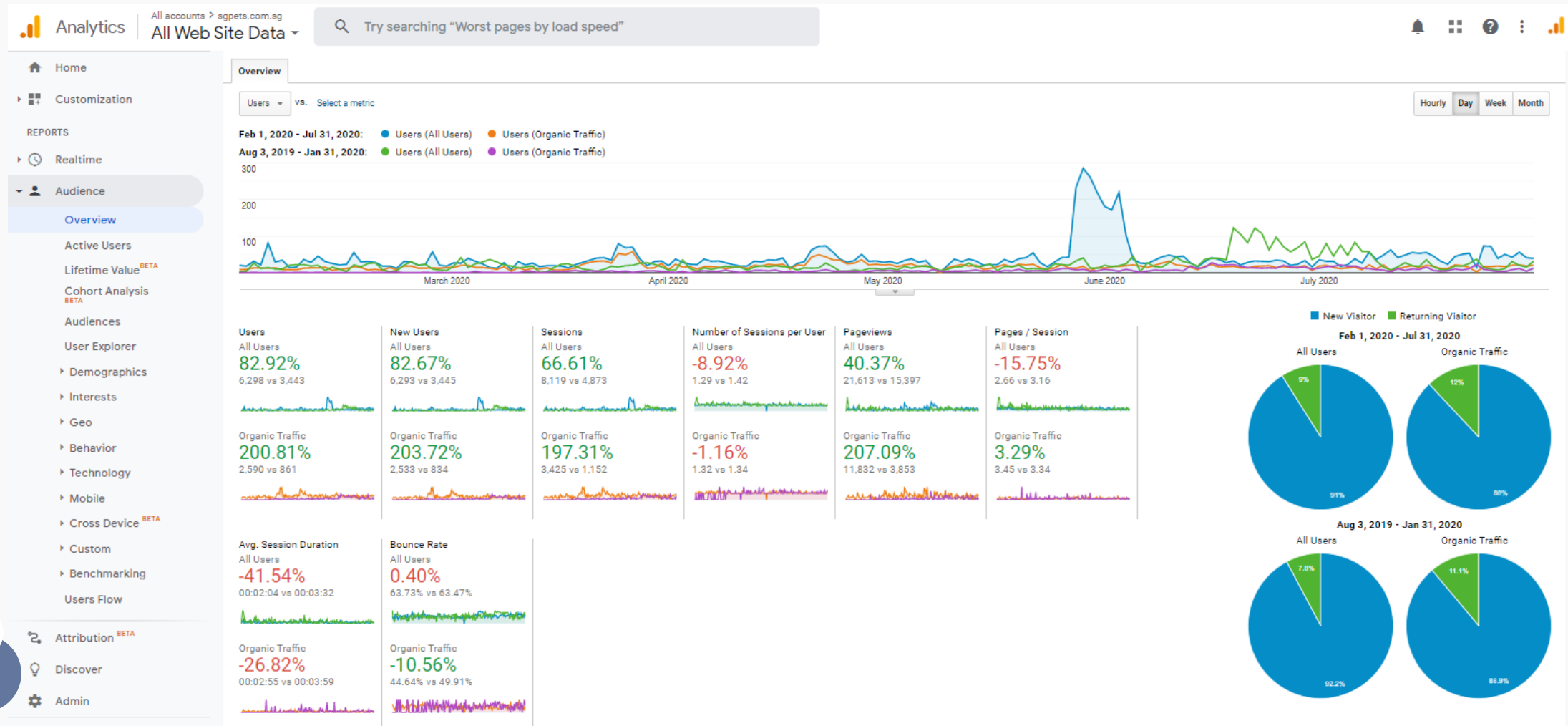


www.sgpets.com.sg

Google Analytics: Traffic Report (Past 6 Months)

(Traffic is increased by 82.67% in last 6 Months)

Traffic: After a successful execution of the new strategies, within **6 months**, we have achieved **6,293 new users** & **2,533 organic traffic** with **44.64% bounce rate (organic traffic)**.



Social Posts Reached

SG Pets Singapore
Published by Ankita Pandey · 24 December 2020 ·

A perfect supplement to make your dogs happy with 100% whole food ingredients !!

Add more #health and #fitness in the eating routine of your #dogs with Halo Sensitive Stomach from SG Pets. This supplement is made up of whole ingredients that promote easy and gentle digestion and improve intestinal well-being.

To know more about this product and want to buy, click <https://sgpets.com.sg/dogs/grain-free/halo-sensitive-stomach>
#healthydogfood #dogsupplements #dogfood #dog #sgp... See more

A perfect supplement to make your dogs happy
With **100% whole food ingredients**

- Healthy digestion & intestinal well-being
- Natural source of taste
- No artificial ingredients

QUALITY REAL **MALISIA**

HALO Sensitive Stomach
Daily Protein & Digestive Support
Natural Supplement

www.sgpets.com.sg

1,301 People reached 19 Engagements - Tagged product clicks **Boost Post**

You and 3 others 3 shares

SG Pets Singapore
Published by Ankita Pandey · 21 January ·

Give your pets an excellent antiseptic ear cleaner to prevent them from getting ear infections.

Use our Nature Speciality Ear Cleaner from SG Pets.

Our Product is a medicated, non-irritating ear cleaner that can be used after bathing or as part of your pet's regular grooming routine.... See more

Get your pets an EFFECTIVE SOLUTION
to prevent an ear infection

Starting at **\$19.00**

www.sgpets.com.sg

1,339 People reached 23 Engagements **Boost Post**

2 7 shares

SG Pets Singapore
Published by Pihu Singh · 9 February at 17:14 ·

👍👍👍👍

#d... See more

WHEN U ACCIDENTALLY OPEN THE FRONT CAMERA BUT UR CUTE SO IT DOESN'T MATTER

www.sgpets.com.sg

Reach more people with this post
You could reach up to 293 people per day by boosting your post for ₹400.

2,411 People reached 58 Engagements **Boost Post**

10 5 shares

Social Posts Reached

SG Pets Singapore
Published by Pihu Singh · 12 February at 16:37 · 🌐

👍👍👍👍

#p... See more

WHEN THE PHOTOGRAPHER CALLS YOU CUT WHILE TAKING YOUR PICTURE



SG Pets: Official distributor of HALO Real Nature™ & more... www.sgpets.com.sg

Reach more people with this post
You could reach up to 293 people per day by boosting your post for ₹400.

2,685 People reached 26 Engagements **Boost Post**


👍👍👍 You and 4 others 5 shares

SG Pets Singapore
Published by Sharad Singh · 12 January · 🌐

Wait for the end 🤔🤔

Like 🍌 SG Pets Singapore for dog memes

... See more



www.sgpets.com.sg

8,167 People reached 623 Engagements **Boost Post**

👍👍👍 You and 24 others 38 shares

SG Pets Singapore
Published by Ankita Pandey · 8 January · 🌐

A Trusted Vegan Formula for your Furry Pup-Rocky

Rocky seems to enjoy eating our HALO HOLISTIC GARDEN OF VEGAN® RECIPE FOR DOGS from SG Pets. This furry pup likes to eat delicious and nutritious vegan food with many beneficial omega fatty acids that promote healthy skin and a lustrous coat. Our product has many premium ingredients, has high proteins, and low fats suitable for all breeds.

Click on the link to purchase our food product: <https://bit.ly/34jtlxe...>

See more



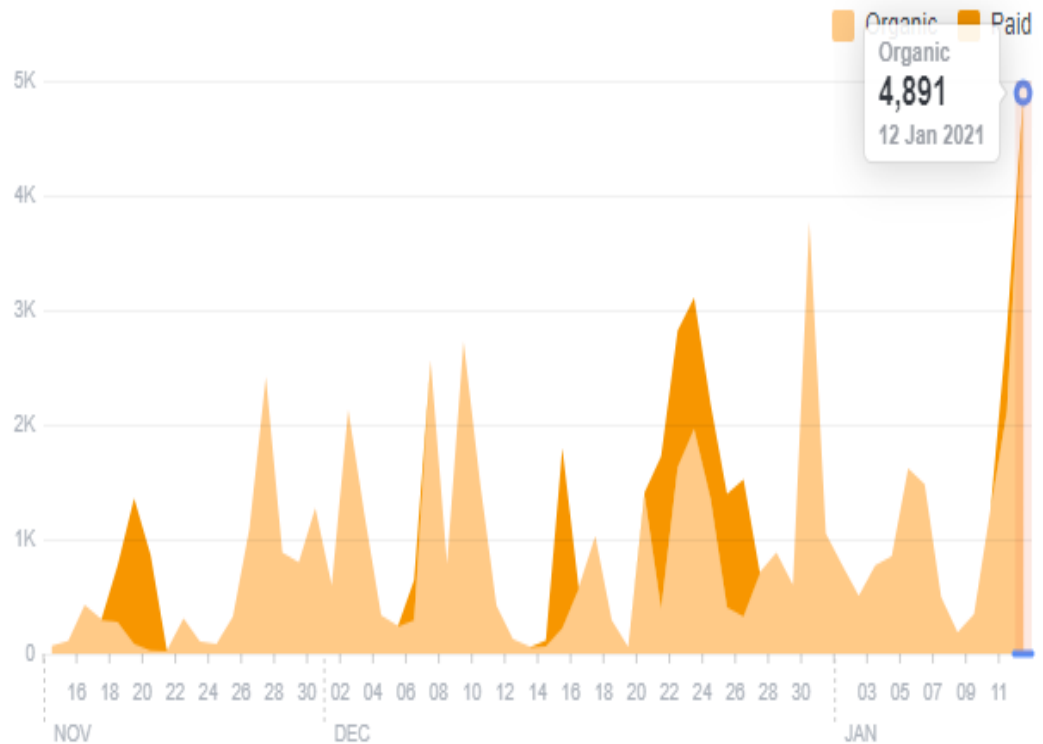
1,472 People reached 23 Engagements **Boost Post**

👍 You and 4 others 5 shares

Social Media Results

Post reach

The number of people who saw any of your posts at least once. This metric is estimated.



Page summary Last 7 days

Export Data

Results from 15 Feb 2021-21 Feb 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

15 February - 21 February



We have insufficient data to show for the selected time period.

Page Views

15 February - 21 February

165

Total Page views ▲67%



Page previews

15 February - 21 February



We have insufficient data to show for the selected time period.

Page Likes

15 February - 21 February

126

Page likes ▲97%



Post reach

15 February - 21 February

9,194

People reached ▲101%



Story reach

15 February - 21 February

Get story insights

See stats on how your Page's recent stories have performed.

Learn More

Recommendations

15 February - 21 February



Post engagement

15 February - 21 February

929

Post engagement ▲386%

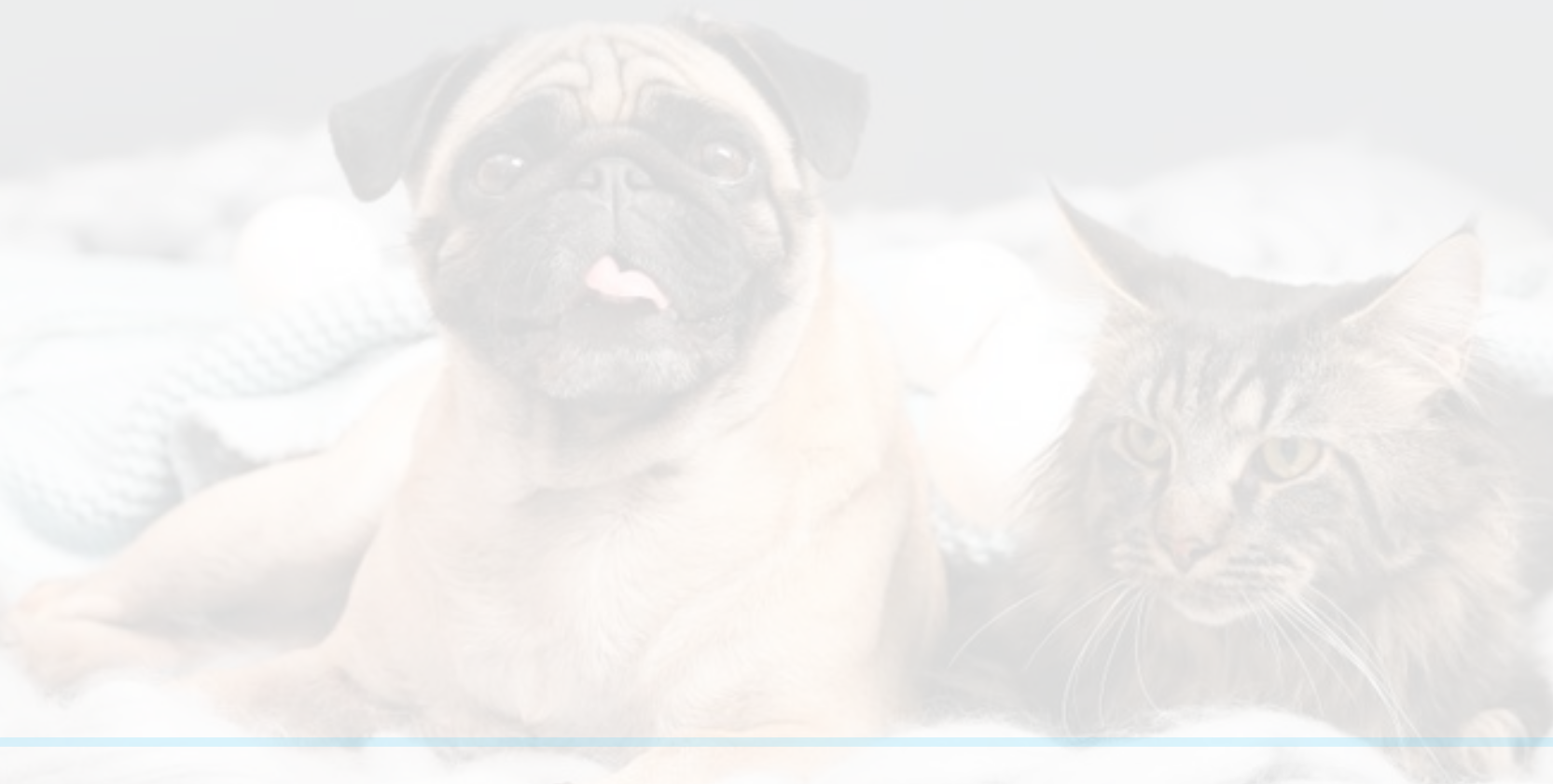
Responsiveness


As of 20 February 2021


30%

Response rate ▲0%

Thank you



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