

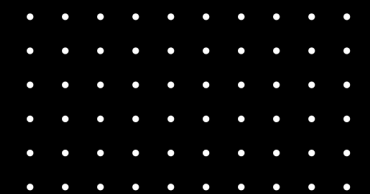
# ZAG O AB CASE STUDIES



SHOPIFY PLUS PARTNER

# WHAT DO WE DO?

We specialize in elevating Shopify-powered eCommerce brands to captivate attention in a 3-second world



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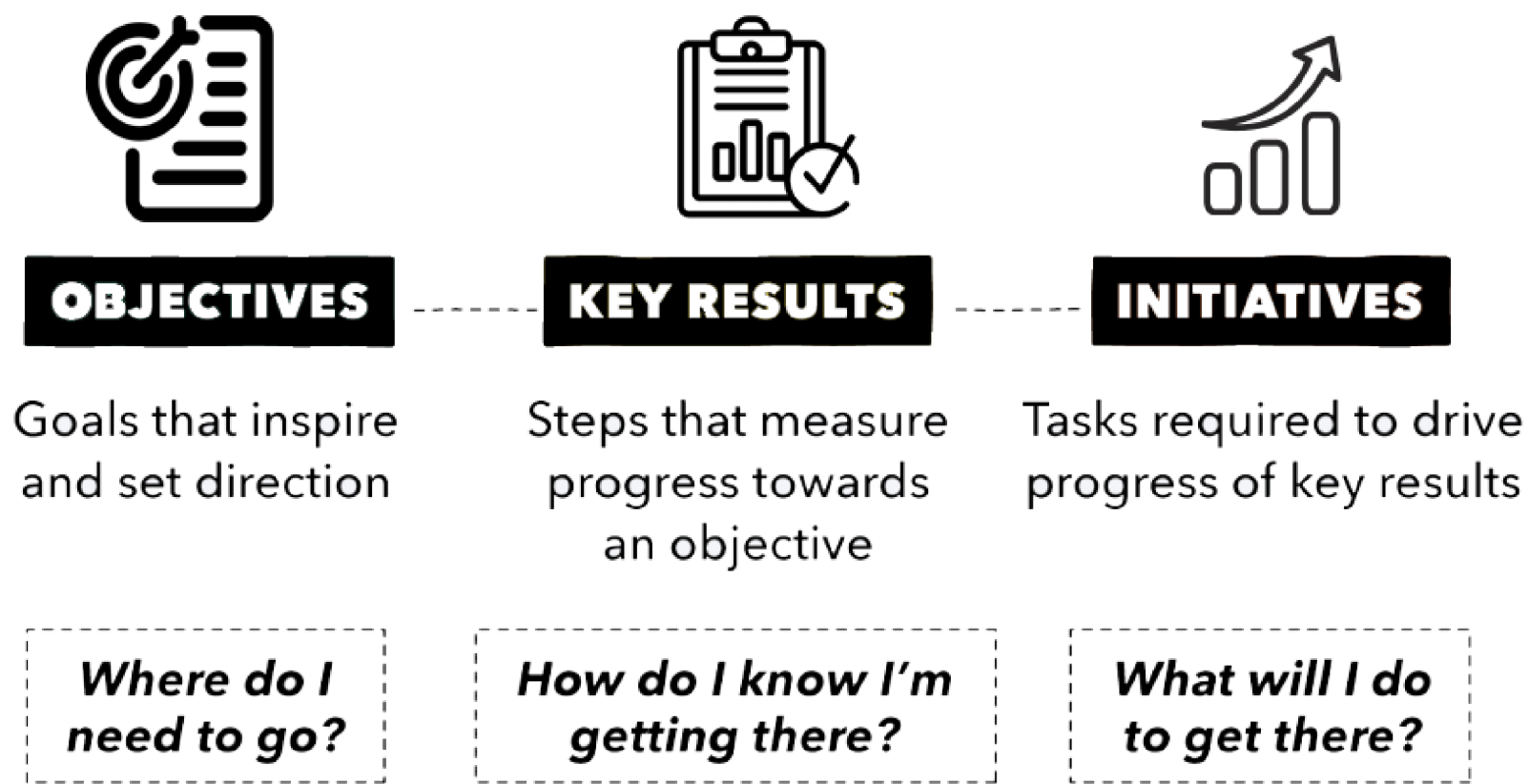
# HOW DO WE SCALE BRANDS

Before we discuss our goals, let's clarify how they are set.

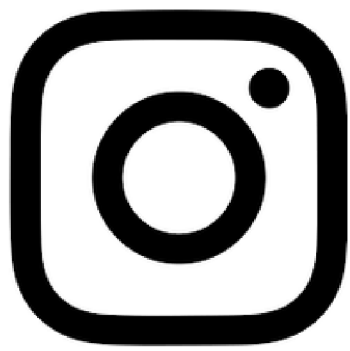
We follow a strategy known as "OKR" goals, where OKR stands for "OBJECTIVE, KEY RESULTS."

In essence, this approach involves defining a main goal, or OBJECTIVE, that we aim to achieve. To reach these overarching goals, we identify specific measurable outcomes, referred to as KEY RESULTS.

## ANATOMY OF THE OKR FRAMEWORK



# WHAT PLATFORMS DO WE USE?



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# SOCIAL MEDIA MARKETING

## Social media marketing

Elevate your strategy with the power of Facebook and Instagram ads at its core. Picture this: over 2.6 billion potential customers scrolling through Facebook, and a whopping 60% of Instagram users finding new products. It's not just a strategy; it's an opportunity knocking. Ensure your brand is right there in the spotlight where your audience is already buzzing. Don't miss out – let's captivate your market together!

## Pricing structure

EUR 1500 - 5000 per month

## Social media marketing

Make TikTok the heartbeat of your strategy. With over 1 billion monthly active users and 90% accessing it daily, it's a dynamic hotspot for discovery. Harness the power of TikTok for unparalleled reach and impact in your marketing journey

## Pricing structure

EUR 1400 - 5000 per month



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# SOCIAL MEDIA MARKETING



## Social media marketing

Craft a winning strategy by integrating Pinterest and Snapchat into your marketing playbook. On Pinterest, capitalize on the remarkable 41% growth in the male audience, with their time spent tripling to over 75 minutes per visitor.

Meanwhile, on Snapchat, harness the power of its extensive ad reach, reaching a staggering 616.9 million potential users. With 80% of Pinterest users actively seeking new brands and products, and Snapchat's expansive reach, you're poised to captivate diverse audiences and drive impactful engagement across both platforms.



## Pricing structure

EUR 1500 - 5000 per month

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# GOOGLE ADS



## Google advertising

Utilize Google Ads for instant customer outreach and website traffic. The key to achieving excellent results lies in carefully selecting the right keywords to target—this is a critical component of successful Google advertising.

## Pricing structure

EUR 1000 - 3000 per month

# EMAIL MARKETING

klaviyo<sup>®</sup>

 omnisend

 dotdigital

 Campaign Monitor

## E-mail marketing

Why halt ad spending? Consider email marketing—an exemplary, cost-effective strategy. With email campaigns, we connect with 90% of your customers, boasting conversion rates surpassing those of SEO and social media.

## Pricing structure

EUR 1 000 - 3 000 per month

# CONTENT CREATION

## Content creation

For your copy and product to stand out, aligning your content with your audience is key. Capture attention with a compelling hook that resonates with their dreams and hopes, then seamlessly offer a solution through targeted content. It's the recipe for making your message not just seen, but truly impactful.

## Pricing structure

EUR 3000 - 9000 per month



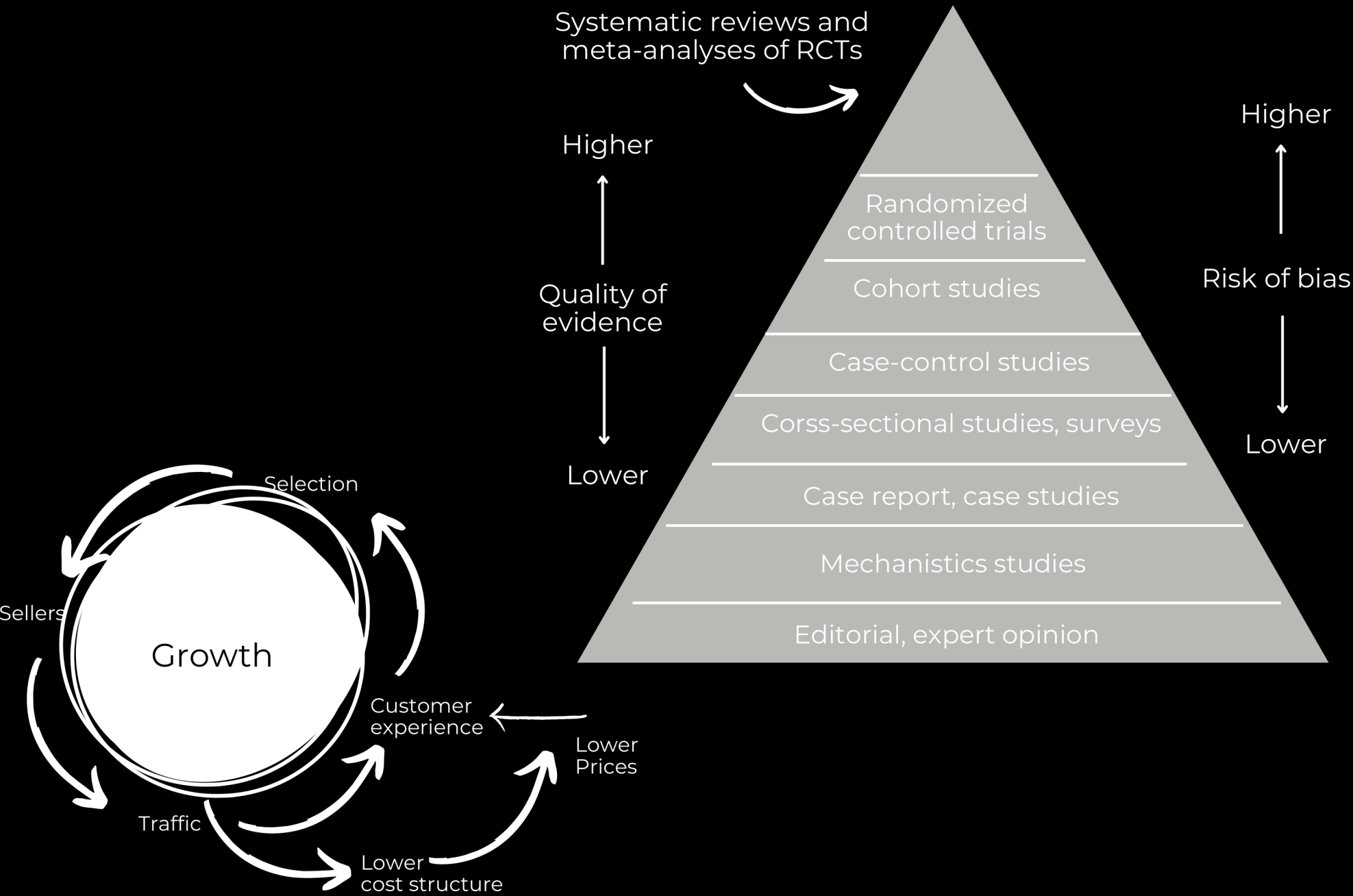
# CONVERSION OPTIMIZATION

## Conversion optimization

The disparity between directing traffic to a website with a 1% conversion rate versus one achieving 2% or more is what sets apart countless online stores from a select few. Embrace Conversion Optimization (CRO) to elevate your game—unlock the potential to convert a greater share of your traffic and stand out in a crowded online landscape.

## Pricing structure

EUR 1000 - 5000



# **Our pricing model is performance-driven, kicking in when a brand reaches a recurring revenue threshold of over \$10,000.**

**We thrive on a performance-based approach, and here's a breakdown:**

- For e-commerce revenue up to 10,000 EUR, we receive 10% of the net turnover from the entire e-commerce D2C (not B2B).
- If the e-commerce revenue falls between 10,001 and 25,000 EUR, our fee is 10% of the net turnover from the entire e-commerce D2C (not B2B).
- In the case of e-commerce revenue ranging from 25,001 to 50,000 EUR, our share is 10% of the net turnover from the entire e-commerce D2C (not B2B).
- For e-commerce revenue between 50,001 and 75,000 EUR, our fee amounts to 10% of the net turnover from the entire e-commerce D2C (not B2B).
- Finally, for e-commerce revenue surpassing 75,001 EUR, we receive 10% of the net turnover from the entire e-commerce D2C (not B2B).

# OUR WORK

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# JEWELLERY

## MERCHANT

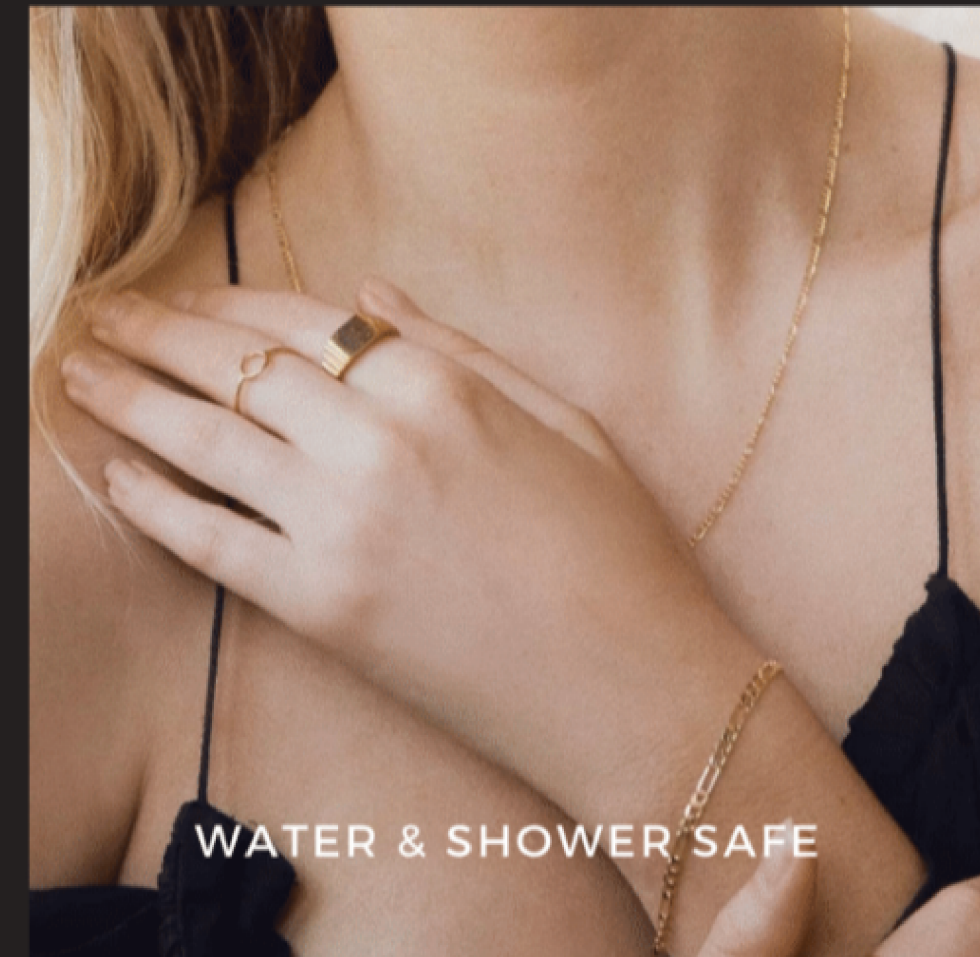
slanistore.com

## Objective

Running Facebook Ads to promote premium brand's image and attract new customers



# OUR WORK



**Carousel & Video Ads**

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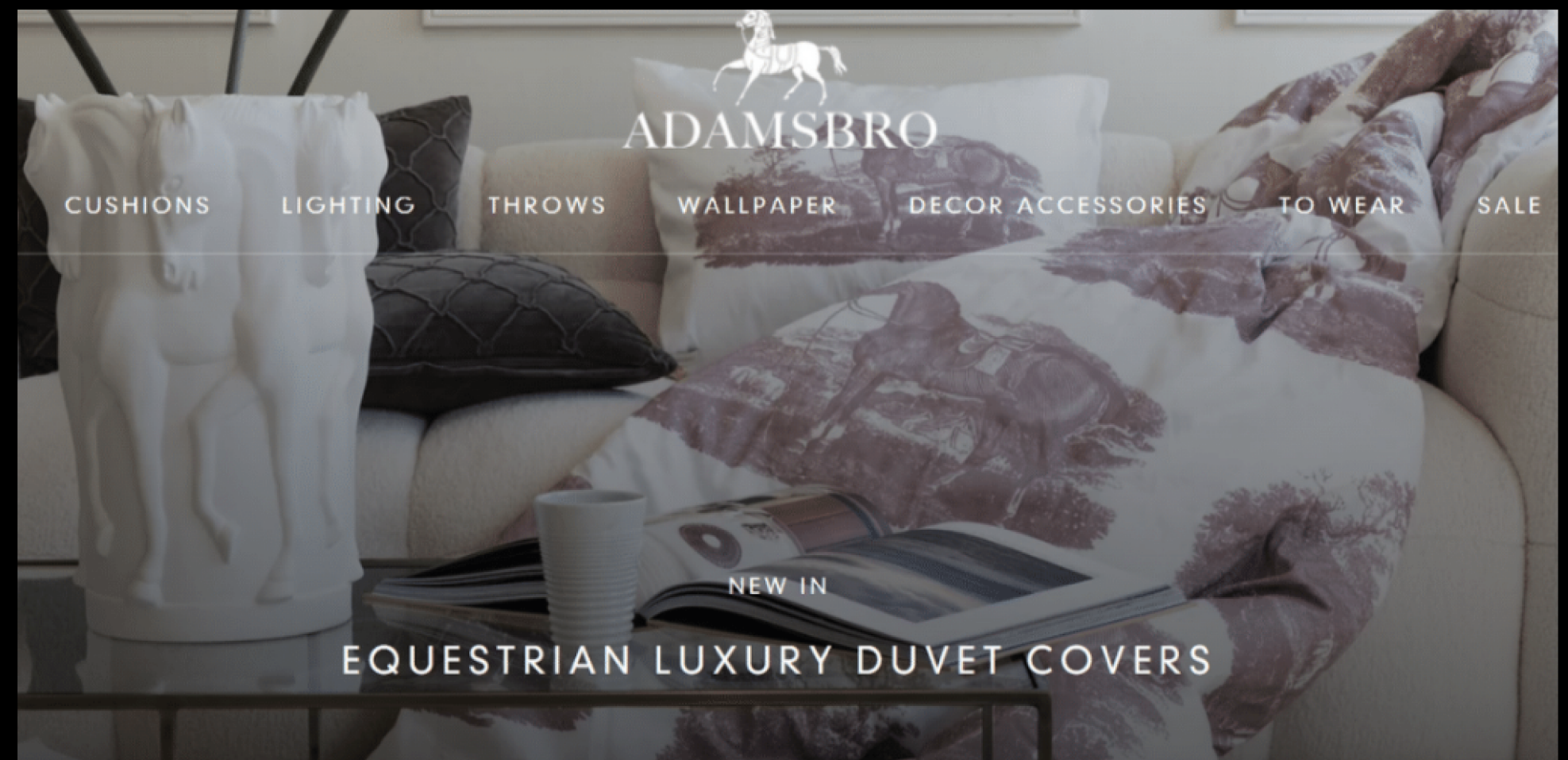
# HOME DECOR

## MERCHANT

adamsbroequestrian.com

## Objective

Increase sales with new customers through social media ads



# OUR WORK

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# KID'S APPAREL

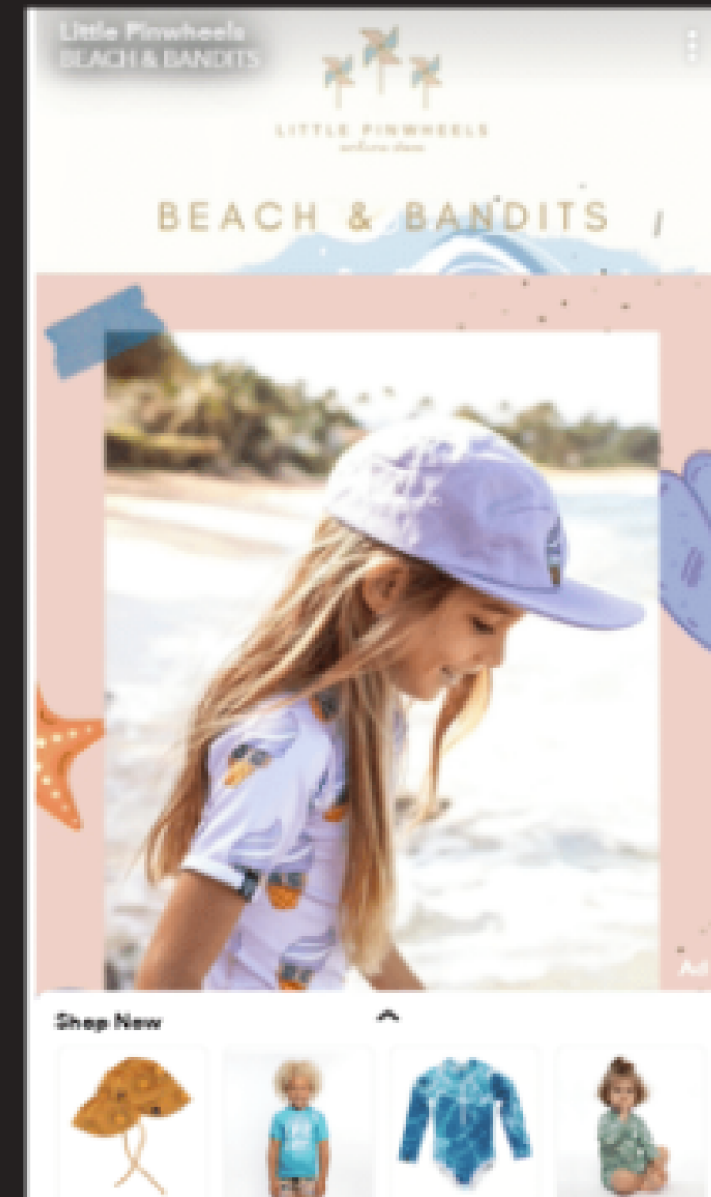
## MERCHANT

[littlepinwheels.com](http://littlepinwheels.com)

## Objective

Running Snapchat Ads to accelerate growth & revenue during high season.

# OUR WORK



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# Get in touch



## COULD YOU BECOME OUR NEXT SUCCESSFUL STORY?

We are actively seeking forward-thinking Shopify enterprises, both in B2C and B2B, ready to deploy strategic marketing systems for significant revenue enhancement.

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**Website:** <https://zago.se/>

**Whatsapp:** +46 765-94-1670