



YOUR PERSONAL WORKFORCE
PERFORMANCE BASED MARKETING



<https://luchat8.com>

Lucha T8 – Life in Balance

Executive Summary

Pay per click, Facebook ads, YouTube ads, email marketing campaigns that were linked to fundraising page + website. Increasing awareness, branding and marketing campaign through multiple channels.

Challenges

Main challenge was the campaign time, which was ending in less than 15 days. We had to implement multiple marketing channels and grow their campaign fast while focusing on building a reputable brand and increase sales.

How Product Helped

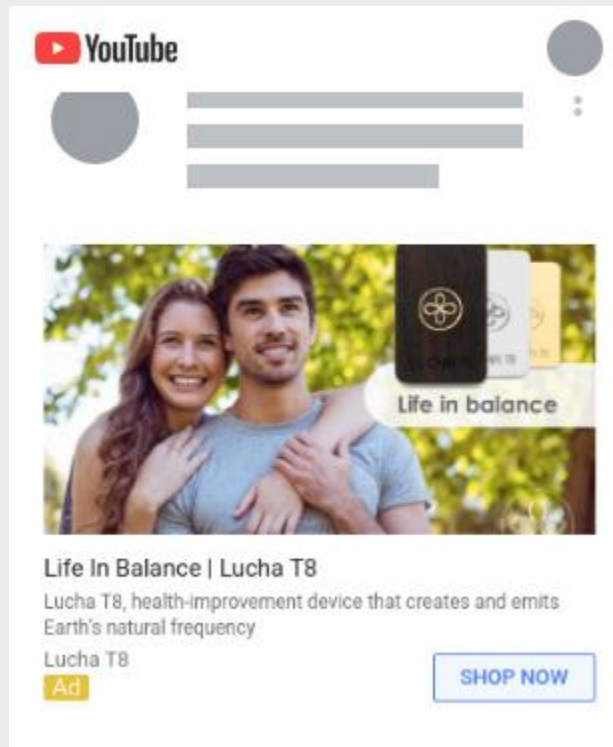
Over 50,000 organic visits, over 25,000 unique emails collected for future email marketing campaigns and newsletters. We implemented cloud-based email marketing server technology for mass emailing to get quality traffic on the website. On top of our email marketing Pay Per Click was implemented for

Results, Return on Investment and Future Plans

After first 15 days of marketing, we had built a reputable brand that keeps on growing and getting more popular worldwide. With implementation of multiple marketing channels our client had a list of 500 interested buyers before their product launch + 25,000 emails for weekly newsletter and more pre-orders.

"We couldn't imagine or even dream about this big of a traffic jump and fast branding. Our dream is coming true with DEC marketing help."

Alex , Lucha T8 director / owner/ backer



Google Ads - Display & Video Branding

Building Brand and Product awareness through display banners impressions and various YouTube videos was the main goal. Under strong optimization within 3 weeks of performance we achieved low CPC and CPV achieving 336,378 impressions on Display with 6,883 engagements/clicks measured.

YouTube ads provide 34,280 ad impressions 8,401 views under 0.009\$ per view. Extreme low costs achieved by strong optimization and relevant audience building at the start.

