

## Miromedia increase Outline's sales by 46% during a recession while actually decreasing their marketing spend by 60%

### Challenge

The challenge was to increase Outline Skincare's online presence to increase web traffic, generate sales and increase ROI, while actually driving down overall marketing spend.

Miromedia were recommended to Outline originally by their accountants, as a specialist in search engine optimisation, pay-per-click, email broadcasting, link building, online PR, and social media.

The solution was an online marketing strategy which included removing programming issues, managing and adding keyword strategies, content creation and re-structure of page layout.

### Benefits

Since working with Outline when compared to the same previous year period, we have achieved:

- 46% increase in turnover when compared to this time last year
- 60% decrease in marketing spend

And most importantly this was all achieved during a recession!

### Outline Skincare

Outline Skincare are a professional aesthetic skin care company specialising in the provision of non-surgical cosmetic treatments. The company currently conduct 90% of overall sales online. The most important element working with Outline Skincare was their confidence to try something new. Mary White, MD at Outline Skincare saw the potential in what we offered.

*"Miromedia were the perfect choice for our needs from day one. The challenge was for them to bring our website from obscurity and low ranking on Google to page one for our keywords, which they have achieved within a short period of time, where other SEO companies have failed.*

*Hits to our site have increased exponentially, and sales have shot up since we enrolled with Miromedia."*

It was clear to the Miro team that the Outline site needed a comprehensive search solution that would improve visibility and usability to increase the number of visitor to conversion rates enhancing overall sales.

### Search Engine Optimisation

Search engine optimisation directs search engines like Google, Live and Yahoo to recognise certain 'keywords' on web pages. These keywords may be a product or service on your website. By priming or 'optimising' these keywords search engines will rank your site as highly relevant to that search. So for example in the case of Outline Skincare, their skincare products were optimised to appear first on a Google search page for that product, far increasing the likelihood of it being clicked on and carried through to sale.

Coding issues and search engine crawling problems were analysed and removed, a product of poor design in the original website that meant that search engines could not tell what the Outline Skincare website contained.

Navigation was redesigned to be more intuitive, increasing the drive to point of sale. Visual elements were also redesigned to improve the look of the site to increase usability and promote products and services.

### Results

Overall the company has seen a dramatic ROI in several ways. Outline has increased sales derived from online searches by more than 46% compared to the same months this time last year. All of this was achieved while actually reducing Outlines previous marketing spend by 60% and during a recession!