

+45% Growth & 20% More Sales: A Data-Driven Digital Marketing Campaign

Integrated Digital Campaigns for Brand Growth & Retention

Challenge:

When I joined the company, I observed that Mavay's online engagement was quite low, and the digital infrastructure needed enhancement to better support customer loyalty and attract new leads. Together, we worked to improve these areas and establish a stronger digital presence.

Our goal was to increase brand awareness, boost engagement, and improve customer retention through coordinated social media and email marketing efforts.

Strategy:

I created a comprehensive digital marketing plan that combined organic and paid social media activities, multilingual content creation, and targeted email campaigns. By aligning messaging across platforms and analyzing audience behavior, I ensured consistency, increased engagement, and supported lead nurturing at every stage of the sales process.

- Designed and executed a 6-month digital campaign combining organic and paid content across Instagram, Facebook, and email newsletters.
- Created localized content in Portuguese, Spanish, and English to reach and resonate with diverse audiences
- Managed campaign scheduling and content publishing.
- Analyzed performance and adapted strategies based on audience behavior and content insights.

Outcome:



+45% **INSTAGRAM FOLLOWER GROWTH (OVER 6 MONTHS)**

+80% **INCREASE IN AVERAGE ENGAGEMENT PER POST**

39.8% **EMAIL OPEN RATE OF 39.8%, WITH AN 8.2% CTR**

+32% **+32% INCREASE IN WEBSITE TRAFFIC FROM SOCIAL AND EMAIL SOURCES**

20% **20% INCREASE IN REPEAT PURCHASES AFTER CAMPAIGN LAUNCH**

