**Case Study: Rommel Aroma**

**Client Overview**

**Industry:** Beauty & Cosmetics
**Location:** Dubai, United Arab Emirates
**Website:** www.rommelaroma.com

**About:** Rommel Aroma is an emirati parfume/perfume brand that sells premium perfume scents with unique ingredients and licensed manufacturing in the UAE

**Challenges**

1- **Unestablished Brand** – Their brand was new to the market.
2- **Zero Social Presence** – Rommel lacked online visibility and engagement.

 3- **Underperforming Projections** – Estimations weren’t met, and KPIs weren’t achieved.

**Our Strategy**

1- **Social Media Engagement & Customer Service Enhancement** – We restructured their **Instagram page**, making it appear managed by a professional team.
2- **SEO & Keyword Optimization** – We improved **organic search rankings**, focusing on **“Dubai Perfumes” and “Rommel Aroma”** to drive visibility.
3- **Meta AD Campaigns**– Launched a sales campaign for them on Meta Instagram & Facebook.
4- **Faster Response Times** – Ensured all inquiries were handled **without delays** and improved communication clarity.

**Results**

1- **20% increase in engagement** on their social platforms.
 2- **100% improvement in response time**, eliminating delays.
3- **SEO Growth** – From **0 to 3500 impressions** (a **3500% increase**) and a 24.3% CTR.
4- **Website ranked 1st on Google for Rommel Aroma**, previously being overshadowed by articles/videos mentioning them.
5- **Multiple Influencer Campaigns**– Multiple emirati influencers have marketed and enjoyed the perfumes including Majid Al Aamri.

**Key Takeaways**

1- A **structured digital marketing strategy** can **breed customer engagement** and **improve conversions** even in industries like beauty/cosmetics.
2- Investing in **SEO and engagement-based customer support** creates long-term value and **better user experiences**.

**Testimonial**

*"Very friendly team and very effective, straightforward and honest. Helped us maintain transparency and promoting our brand to the best of their ability!" - Mohammed*, ⭐⭐⭐⭐⭐