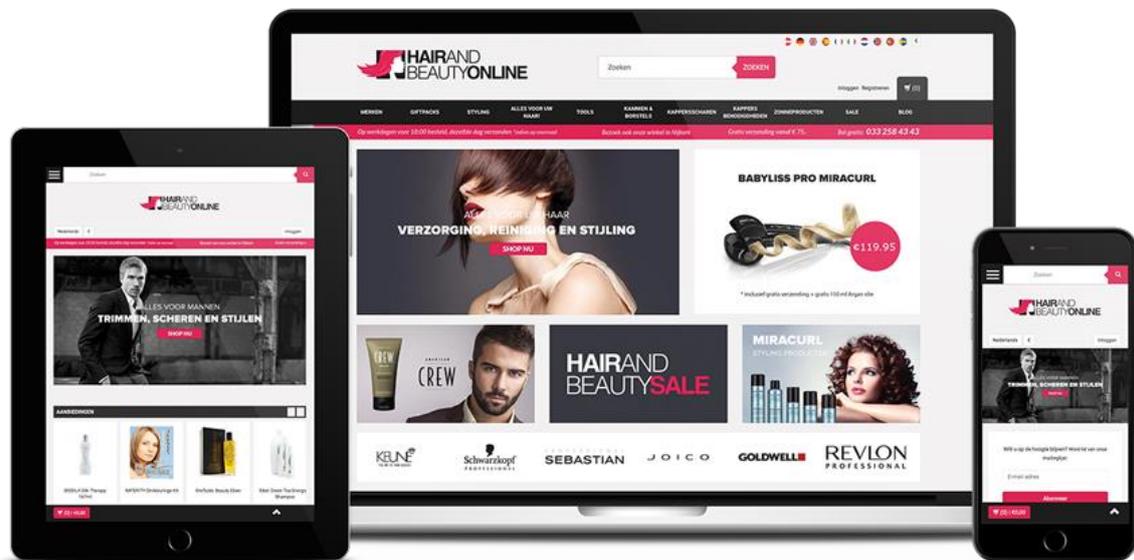


The Story of Hairandbeautyonline.com

From garage to warehouse, two stores and international online web shop with Google AdWords and OOSEOO Internet marketing



The Challenge

In January 2010 Ruud van Basten owner of hairandbeautyonline.com came to us for help. He owned a web shop since 2009 and didn't really know what to do with it. It generated a handful of orders but he didn't have a clue how to take it to another level.

This web shop was built on an older version of os-commerce and it turned out it was hacked. He needed a reliable cost effective e-commerce solution. More important our client needed an online marketing agency to boost sales. We came up with a solid plan and rolled it out.

The rest is history. Immediately sales figures doubled each year. The shop is now generating a couple of million euros in revenue each year, still growing. Web shop owner Ruud van Basten was able to quit his job as police officer and started working full-time building his (online) business together with his wife and growing number of staff. So how did we do it?

Our agency OOSEOO played a key role in this success story. As an all-round digital Agency we used all our knowledge and skills to meet and exceed goals, targets and expectations. We are really proud of this accomplishment because in this case we started from scratch.

As of today owner Ruud van Basten gives us all credits for his success and will never make any online marketing decision without consulting us first. Our relationship is based on trust, solid knowledge and most important excellent results.

Success comes with more even bigger challenges. His current goal is to become market leader. But that's not all. He also wants to be listed in the Twinkle top 100. This is a

prestigious list of the 100 most successful web shops in the Netherlands. Although this goal is almost next too impossible for many reasons, chances are this goal will be already reached in 2017!

The Approach

First thing we wanted to do was advertising with AdWords. But first we moved his hacked os-commerce web shop to the SEOSHOP/Lightspeed SAAS web shop platform. This way we provided a low cost web shop solution which was ready for the future. From the start we believed in this Platform because it was cost effective, scalable and all important e-commerce tools were already integrated.

First things first

As soon as the web shop was ready we created AdWords search campaigns. They converted really well from the start. Because of the fact that his stock contained more than 40.000 products we needed to start somewhere. That is why we pushed hard on the implementation of Google Analytics. Back then Google shopping and Google dynamic campaigns were not available.

Creating a solid AdWords strategy

Based on current sales. Brands, stock, profit margins and Google Analytics data, we created AdWords search campaigns based on the renewed navigation structure of the web shop. We started promoting bestselling products with long tail search campaigns.

By creating AdWords search campaigns based on the same structure as the web shop we were able to act fast on things like sold out products, new products or products which converted really well.

Based on sales we allocated AdWords budgets for each campaign. Based on performance we allocated unlimited budgets for products which converting really well. This threshold is based on KPI's and ROI data, together with information and goals from our client. These KPI's and ROI data is narrowly monitored in Google Analytics. For AdWords we made dashboards in Google Analytics with most important data. These dashboards are also used for reporting to our client on a monthly basis.

International expansion

Based on the success in the Netherlands the web shop hairandbeautyonline.com expanded internationally. First Belgium and after that we created AdWords campaigns targeting other mostly European countries. Belgium turned out to be the most successful export country for this web shop. Today we focus on these two counties in AdWords. This only because of limited resources from client side regarding other important success factors in doing online business across borders.

We used Google to investigate the demand for our client's products in other countries. Besides Google support people specialized in export, we used the following tools:

- Google Analytics
- Global market finder
- Think insights
- Insights for search
- Consumer barometer
- Google trends
- Export business map
- Translator toolkit

AdWords approach

As of today we created 200 campaigns, more than a thousand ad groups and bidding on more than 8.000 keywords based on conversion data from AdWords, Google analytics and data from our client. The amount of campaigns we manage on a daily basis varies and is based on stock and the ability to compete on UPS's like product price.

In order to create successful AdWords campaigns, we used the following tools and technology:

- AdWords keyword planner
- Google Analytics
- AdWords and Analytics reporting
- Conversion tracking
- Attribution measurement
- Google merchant centre
- AdWords editor

Google Shopping

Google shopping campaigns are proven very effective for our client. Sometimes due to brand name protection Google shopping is not always possible. That why search campaigns are still really important for our client. In order to optimize the product feed in Google merchant centre. we are using DataFeedWatch to provide the best possible product information for each product listed in the product feed.

AdWords management

Our search campaigns are performance based so we did a couple of things to make them most effective as possible. So that is the reason that we make use of all possible ad extensions, keyword variations, enhanced cpc.

We use automation for tasks for bidmanagement and AdWords scripts for detecting problems in the account. We run daily AdWords script for campaigns not generating clicks which indicates there might be something wrong.

To keep track of things we use labelling and change history.

Because our client is running some additional niche web shops we created new AdWords accounts and additional AdWords campaigns for these shops which are accessible for our client under his own MCC account.

Conversion optimisation

To get the most out of our campaigns we test with multiple ad variations. We are running dynamic search campaigns to discover valuable keywords which are not listed in our search campaigns and we automated bidding for positions so we can use available hours for strategy and not daily management.

Remarketing

We are running Google AdWords (dynamic) remarketing and RSLA campaigns for our client to optimise conversion rates by targeting people who clicked on search campaign ads or did something in the web shop indicating they might want to buy something but didn't. For this group we made various remarketing lists based on their behaviour like abandoned shopping carts.

Over the years we redesigned the web shop to improve usability based on Google Analytics data and we made the web shop responsive to accommodate people using mobile devices.

We are using Nosto to improve conversion rate by providing product suggestions based on their own behaviour and other clients interested in the same sort of products. This tool also retargets abandoned shopping carts in areas where Google remarketing is not possible.

We made a custom script available on the website which tells the customer how much he needs to spend to get free shipping in order to increase the order value.

Other tools, software and technology

If cost effective we are using various other techniques, tools and Advertising platforms to increase sales like:

- SEO
- SEORevue
- Nosto
- Facebook
- Bing
- Reviews
- Email marketing
- Offline advertising

The Results

The result is that our client is one of the best web shops in professional hair and beauty products. Started from a garage our client has made hairandbeautyonline.com a real success story which generates a yearly multibillion euro revenue in sales which almost doubled every year. We are very proud to be part of this success because we build it together with our client from scratch. Google has proven with AdWords and other Google products to play a key role in our mutual success. As premium Google partner we are determined to maintain our high service level for all our clients.

Omni-channel success

Based on online success in the Netherlands our client moved from his garage to a warehouse. Being specialist in hair and beauty products selling premium brands he also expanded his business with two stores including a barbershop for (B2B) customers. One is based in the Netherlands and one in Belgium.

AdWords performance

Last but not least solid results. Our client is with us for more than five years. Our client became one of the market leaders and is right on track for his next goal to be listed in the prestigious Twinkle top 100 list which consist the 100 best web shops in the Netherlands!

Total revenue directly generated by AdWords is increased by 2913%, AdWords conversion rate increased by 36,2% and we increased the amount of transactions by 6089%!

Adwords performance data  AdWords



Revenue*

+2913%



Conversion rate*

+36,2%



Transactions*

+6089%

*2010 vs. 2015

Visit this web shop here: <http://www.hairandbeautyonline.com>