



RÉIGN MEDIA

**WE ARE
A CREATIVE
MARKETING FIRM**

wearereignmedia.com



Contents of Our Case Study Booklet

"In the animal kingdom, the rule is, eat or be eaten; in the human kingdom, define or be defined."

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ABOUT US

Whether you're starting a new project, innovating a digital product or service, or embarking on a digital transformation, we can help you accomplish all that you envision with the right set of tools and strategy. We have a solution for every challenge.

RÉIGN MEDIA is all about the collaborative approach - We add an extra slice of creativity over and above other pre-packaged mixes in the market which provides our clients with more meaningful and clever marketing.

We provide customized approaches to your marketing problems because we don't believe in cookie-cutter approaches, we work closely with clients to create specialised strategies.



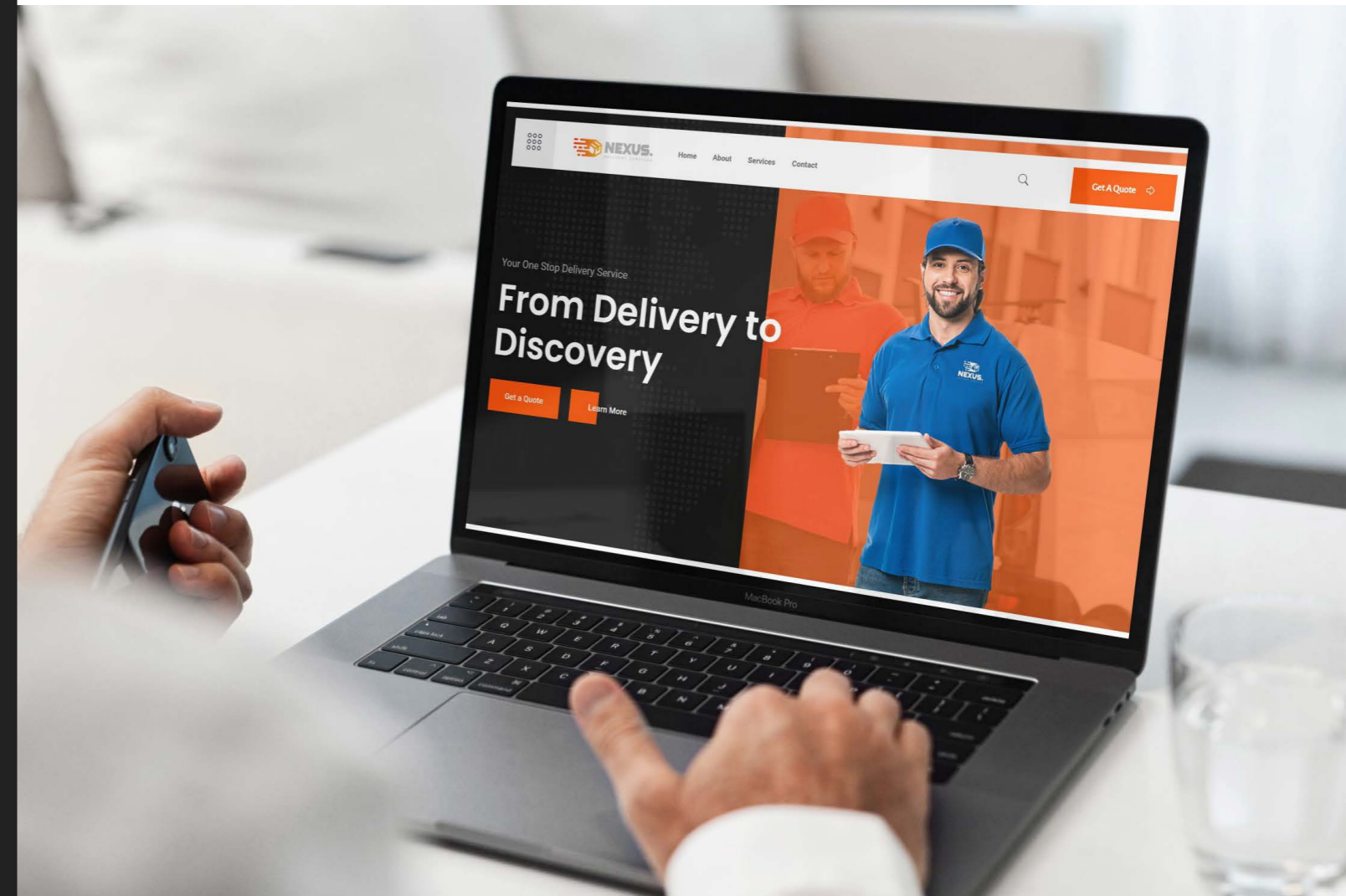
RM RÉIGN MEDIA

FULL SUITE OF SERVICES

Nexus Delivery Services Inc.

Having previously worked with marketing companies that weren't the right fit for their team, Nexus Delivery services Inc. was specific with what they wanted out of their new marketing partnership. They wanted a team that could provide a holistic approach to marketing and strategy, who could provide consistent marketing across multiple channels and who they could rely on to understand their core business and industry..

- We did full audit of their website, for SEO and user experience
- We replaced all their website forms with HubSpot forms, providing additional capabilities and automation
- We built a new quote form to reduce administration time
- We created a social media strategy to be implemented across their social channels



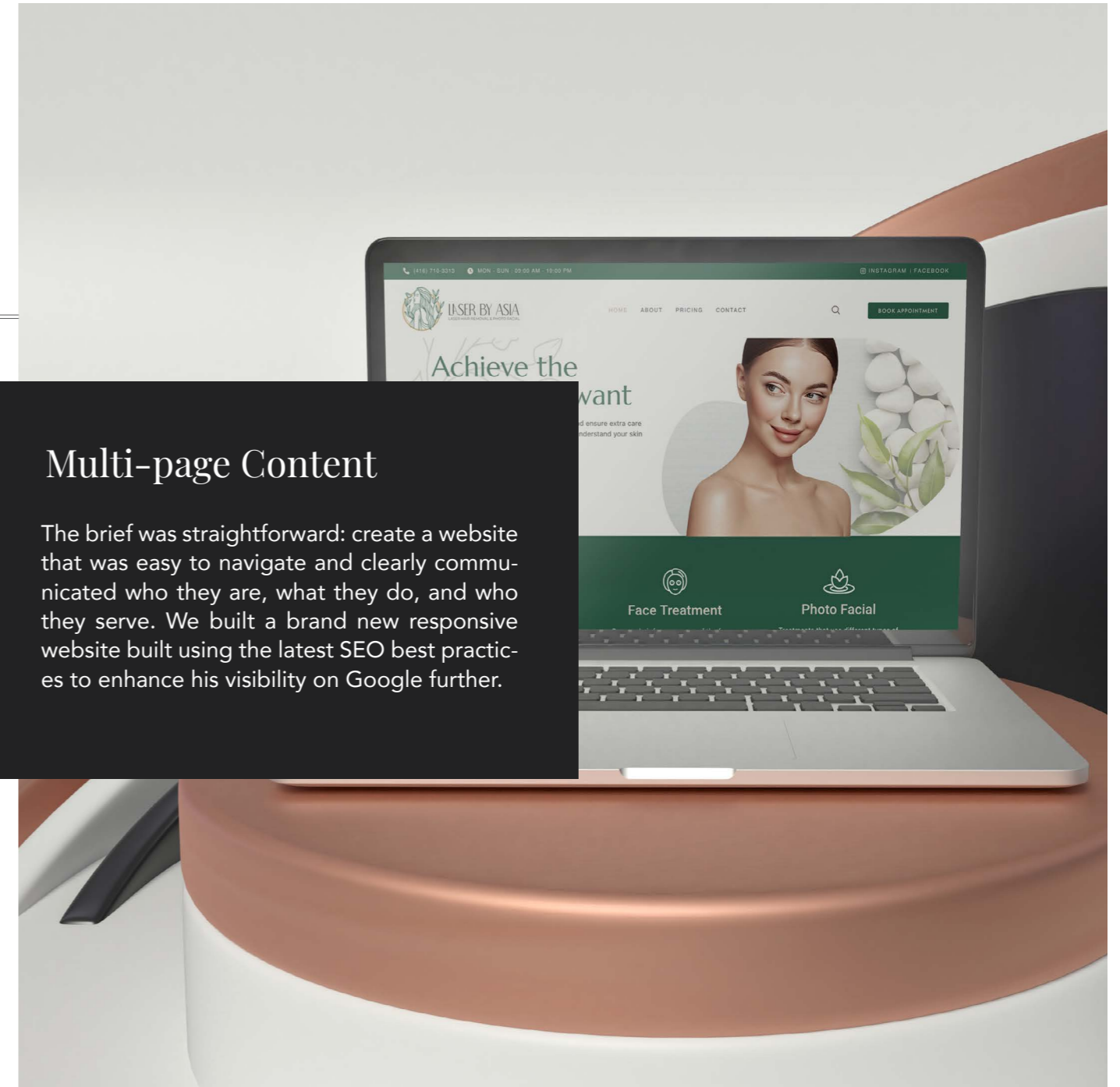
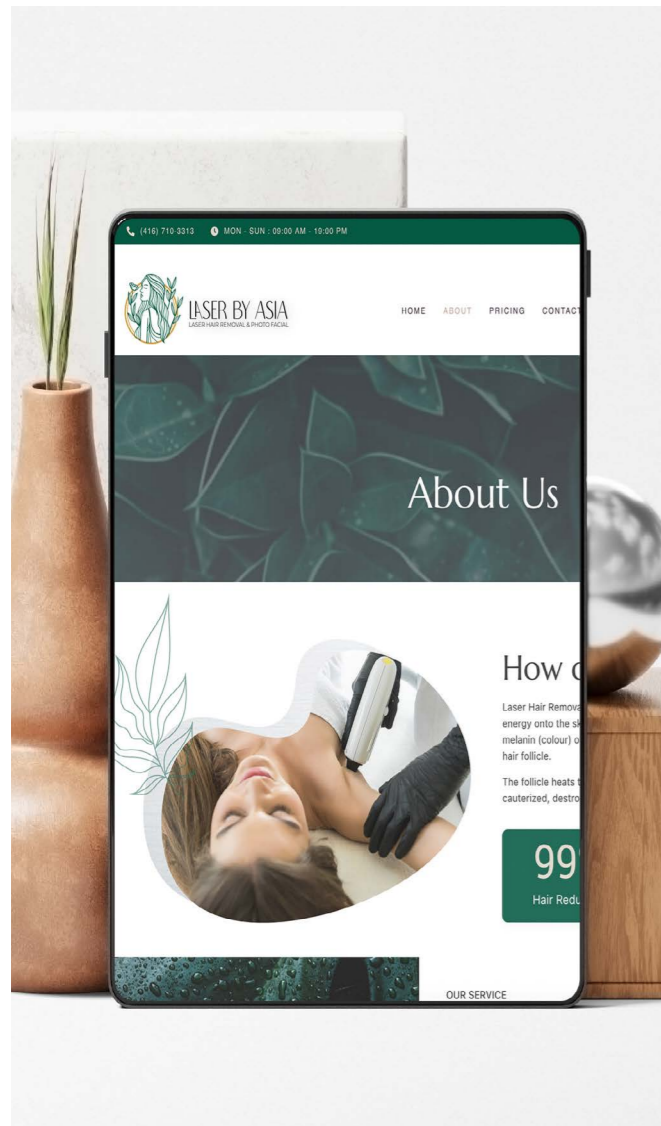
WEB DESIGN

The brief was straightforward: create a website that was easy to navigate and clearly communicated who they are, what they do, and who they serve.

Laser by Asia

Multi-page Content

The brief was straightforward: create a website that was easy to navigate and clearly communicated who they are, what they do, and who they serve. We built a brand new responsive website built using the latest SEO best practices to enhance his visibility on Google further.



ADVERTISING

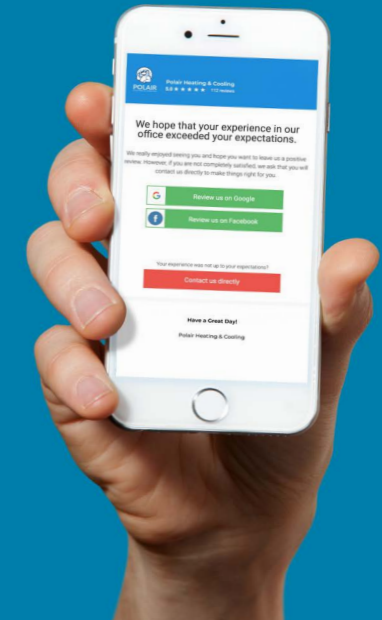
Polair HVAC

Local air conditioning company servicing mainly residential, Polair HVAC is up against plenty of local competition. The HVAC industry is constantly growing and evolving, which makes it challenging to find and maintain a competitive edge without the right marketing strategies.

Polair was looking for support to identify their value proposition, improve brand awareness and ultimately achieve more customer retention and base. They brought in Reign Media, and we did what we do best – we created top notch strategies to exceed all their needs!

Advertisements

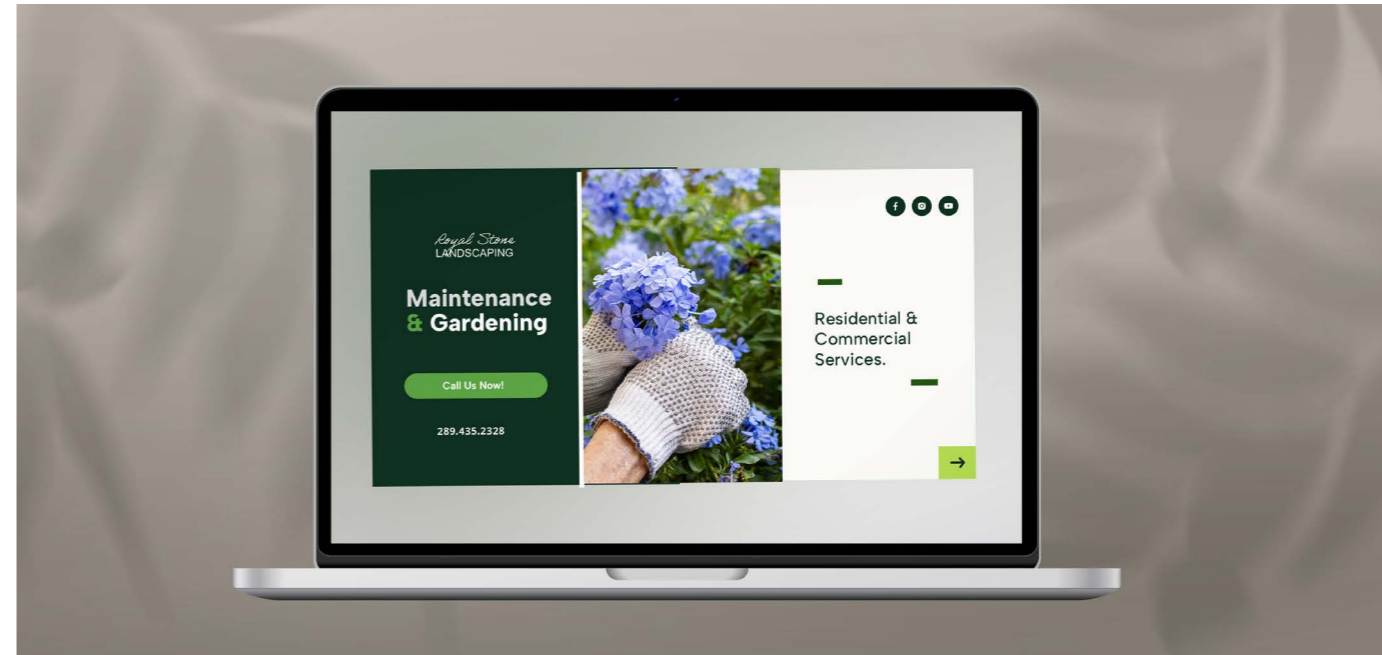
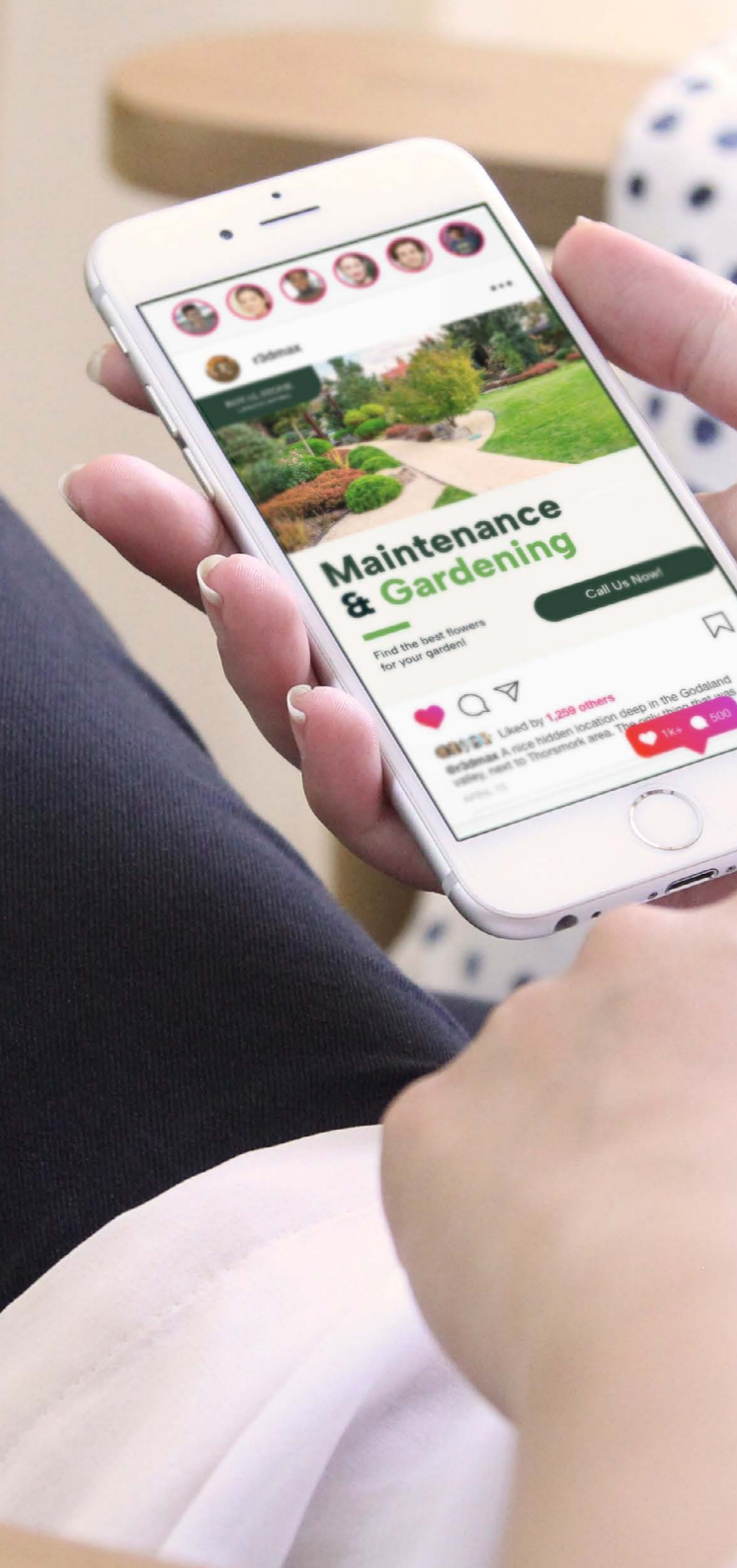
A brand refresh, including brand development for their company vehicle fleet, marketing graphics, advertising material and social media. A social media strategy to be implemented across their three social channels: Facebook, LinkedIn and Instagram. We also helped them with all their local print advertising, brochures and digital display advertising.



Reputation Management

Development of new website pages to better showcase their services and improve Google rankings and onboarded a new platform for automatic Google and Facebook reviews based upon multiple customer touch points.

We ensured the brand voice and tone was consistent through all platforms and all consumer complaints were addressed promptly with the best customer service in place, thereby improving processes and making business more efficient.



We started a brand new business online, then using our local search engine optimization process, ranked near the top, utilizing PPC advertising and Social media to grow awareness and space in the competitive digital domain. We were able to achieve phenomenal results.

Royal Stone Landscaping

Google Ads

We built a campaign targeting a high level of relevant traffic, in their area through an affordable Google Adwords campaign.

We identified the key features of the business that set them apart from their competitors and found that they were competitive on Price whilst also having a huge amount of experience in the industry.

Setting up Google Ads brought in a 45% increase in leads with a lot more qualifying due to the relevant landing pages.

Social Media

Our plan included elevating their online presence with professionally managed Social Media. We handle all aspects from creating & posting content, responding to customers & reporting on results.

We managed and delivered a 3-month campaign with ongoing content hitting targets on time and smashing budgets. we increased engagement by 20% and 2k organic followers on Instagram.

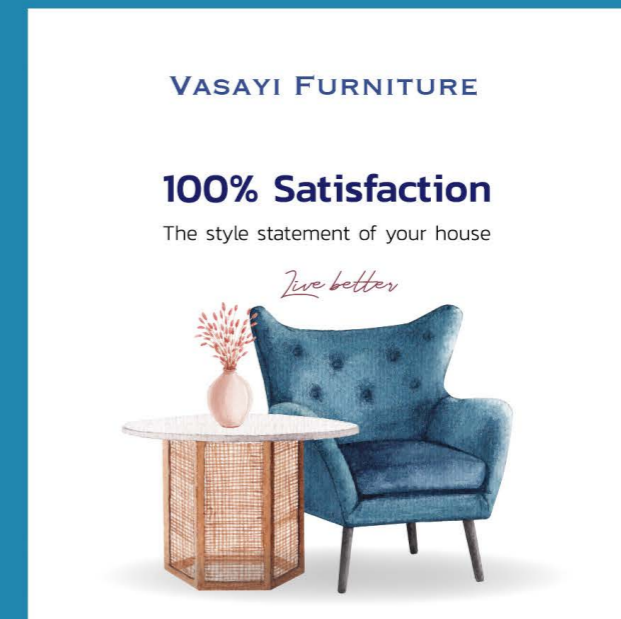
Remarketing & PPC

Vasayi Furniture

Vasayi Furniture offer one of the largest ranges of stylish and affordable home furniture in the GTA. They partnered with us to achieve exponential sales growth for their e-commerce website.

- We increased Increase in organic website traffic by 54%
- We Increased conversions from organic search by 64%

Additionally developed a series of remarketing campaigns to target people that had previously visited the website and in-market consumers looking for furniture. To drive overall reach and engagement online, the team designed Google Shopping campaigns to target users actively looking for specific furniture items.





The Vault has been sourcing the world's best metals, pearls and stones to deliver the best quality jewellery. Operating within a highly competitive industry, they reached out to us to secure their online presence.

The Vault were able to achieve incredible results online. The SEO campaign increased the number of keywords ranking on page 1 of Google by 47.5% year on year, grew new users by 39.69% year on year and significantly increased organic enquiries by 55% year on year. Combined with a strong Google Ad strategy, we were able to reduce total ad spend by 30% year on year, and more than tripled the click-through-rate on ads by an impressive 265%. They also saw a 155% year on year increase in online enquiries from paid traffic. The Vault has not only improved their return on investment but successfully established themselves as one of the leading jewellery brands in their region.

Product Design & Campaign

The Vault Jewellery

THE VAULT
JEWELLRY

Give a ring, give love

Premium quality jewelry & design the best custom pieces for all your special moments.

The Vault Jewellery
 647-489-0026

It's not just another ring, it's **your style**

Lorem Ipsum

SEO, PPC & Web Design

Forest Hill Realty

As they continue to expand and grow, Forest Hill required the digital marketing strategies that helped increase brand awareness and generate new leads. Our key goals included building greater brand exposure among relevant audiences as well as increasing brand awareness, site traffic and suburb report downloads directly from their website.

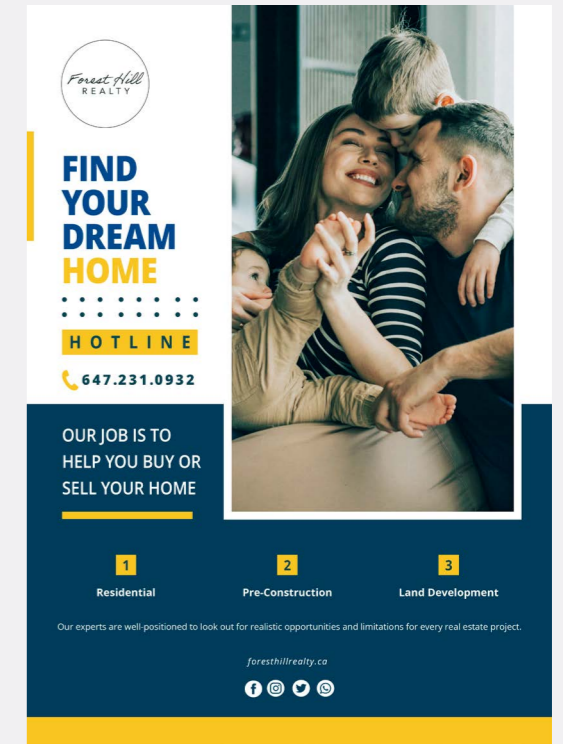
We created a 6 month campaign utilising a variety of tools and approaches. Our team created diverse, targeted ads for Facebook, Instagram and the Google Display Ad Network. Ads were tailored to support the funnel of brand awareness to lead generation to lead capture, focusing on custom inquiries and new developments.

Results

The ads were viewed over 4.3 million times over six months, indicating a successful brand awareness campaign. We were also successful in increasing website traffic, lead generation and increases in conversions with campaign activities directly achieving

- 32.95% increase in users
- 48% increase in sessions
- 15.69% increase in form submission
- 14% increase in goal conversions, such as requests, report previews and find an agent

More importantly, generating 250+ quality requests for the FH from the 6-month campaign



The advertisement features the Forest Hill Realty logo in the top left corner. The main headline reads "FIND YOUR DREAM HOME" in bold blue and yellow text, followed by a "HOTLINE" button and the phone number "647.231.0932". A photograph of a family (a man, a woman, and a child) is shown on the right side. Below the photo, the text states "OUR JOB IS TO HELP YOU BUY OR SELL YOUR HOME". At the bottom, there are three numbered categories: "1 Residential", "2 Pre-Construction", and "3 Land Development". A small disclaimer reads "Our experts are well-positioned to look out for realistic opportunities and limitations for every real estate project." The website "foresthillrealty.ca" and social media icons for Facebook, Instagram, Twitter, and LinkedIn are also present.



We aspire to be the light at the end of the deep creative tunnel.



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