

# Co Naturals *Case* Study



Presented by: Drivers Marketing

---

# Co Naturals *Overview*

Co Naturals, a prominent player in the natural hair care market, sought to elevate its brand presence, enhance customer engagement, and drive market growth. As a brand focused on natural ingredients and eco-friendly practices.

Co Naturals faced the challenge of differentiating itself in a crowded marketplace while maintaining its core values of sustainability and quality.

The logo for Co Naturals is displayed in a teal, sans-serif font. The word 'CO' is smaller and positioned to the left of 'NATURAL'. The letter 'O' in 'CO' has a small horizontal line underneath it. The background of the logo area is white, with a large, soft-focus purple circle partially visible on the right side.

CO NATURAL

# Challenges & Objectives



## Challenges

- Market Saturation
- Low sales
- Brand Visibility
- Customer Retention
- Changing Consumer Preferences

## Objectives

- Increase Sales
- Gain Social reach for customers
- Enhance Social Media Platforms
- Build a Better Brand Image

# Our Strategy

To redefine the brand's messaging to emphasize its unique value proposition – high-quality natural ingredients and commitment to sustainability. It has developed a clear, compelling narrative that resonated with eco-conscious consumers.



# Our Complete *Solution*

We initiated a comprehensive social media strategy to elevate Co Naturals online presence and engagement, focusing on:

- Brand Positioning and Messaging
- Enhanced Digital Presence
- Social Media Campaigns
- Product Innovation
- Customer Loyalty Programs
- Sustainability Initiatives



# Our Execution

By following these execution pointers, Co Naturals can effectively implement its marketing strategy, driving growth and establishing a stronger market presence.

1. Website Overhaul
2. Intensive Social Media Strategy
3. Conducted market research
4. Enhancing Customer Engagement
5. Sustainability Campaigns



# Our Outcomes

1. Increased Brand Visibility
2. Enhanced Customer Engagement
3. Product Sales Growth
4. Improved Customer Loyalty
5. Market Expansion
6. Sustainability Impact



# Site & Search Results

- Impressions: +21K
- Ad Clicks: +2.2K
- Landing Page Views: +4.7K
- Unique Impressions: +8.6K





# Results

Co Naturals successfully revitalized its brand presence and market position through a strategic combination of enhanced digital presence, targeted marketing efforts, and product innovation.

The results we got with Co Naturals were incredible and performed exceptionally well.

# Results

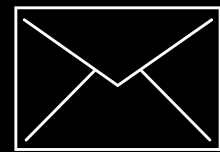
+19% Increase in Average Engagement Time on Site

+23% Rise in the Number of Engaged Sessions per User

+19% Boost in Organic Search Traffic to Product Pages

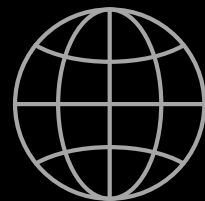
12 Non-brand keywords have climbed to a top 10 position in Google search results

# Get *In* Touch



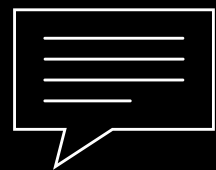
## *Email*

Info@driversmarketing.co.uk



## *Website*

www.driversmarketing.co.uk



## *Social Media*

@driversmarketing

