

Pepsi *Case* Study



Presented by: Drivers Marketing

Pepsi *Overview*

PepsiCo, one of the leading global food and beverage companies, has continually evolved its marketing strategies to maintain its position as a dominant player in the industry.



Challenges & Objectives



Challenges

- Little Activity on their social media platforms
- Lower Engagements
- Stagnant Sales

Objectives

- Boost Sales
- More Social reach for customers
- Rebranding some products

Our *Strategy*

We aimed to streamline Pepsi's vibrant packaging designs while maintaining their iconic boldness. We categorized product types and developed a distinct color scheme creating a versatile system that can easily adapt to their future SKUs.



Our Complete *Solution*

We implemented a comprehensive social media strategy to elevate Pepsi's online presence and engagement, focusing on:

- Consistent Posting and Improved Messaging
- Engagement Initiatives and Paid Advertising
- Optimized User Experience for Lead Conversion
- Remarketing their existing campaigns



Site & Search Results

- Impressions: +570K
- Ad Clicks: +2.8K
- Landing Page Views: +8.1K
- Unique Impressions: +9.1K



Our Execution

1. Optimized social media profiles.
2. Developed a cohesive brand presence.
3. Built a social media following with consistent posting.
4. Created a uniform brand look across channels.
5. Ensured Google Analytics tracked organic social performance.
6. Created content themes targeting different audiences.
7. Leveraged features like Instagram stories, highlights, guides, and reels.
8. Provided engaging and valuable content.
9. Increased short video content.



Results

Our data-driven social media marketing strategy significantly improved Pepsi's social media presence, engagement, and conversion rates, surpassing competitors and establishing Pepsi as a dominant player in the beverage industry.

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

Results

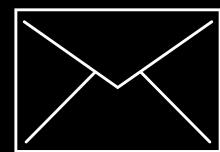
+37% Increase in Average Engagement Time on Site

+46% Rise in the Number of Engaged Sessions per User

+48% Boost in Organic Search Traffic to Product Pages

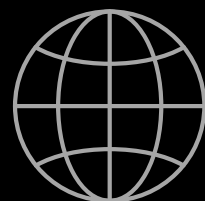
27 Non-brand keywords have climbed to a top 10 position in Google search results

Get *In* Touch



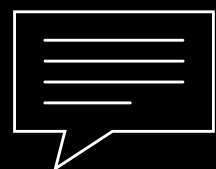
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