



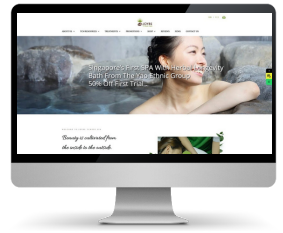
JOYRE TCMEDI SPA

FASTEST GROWING WELLNESS PROVIDER IN SINGAPORE

The Challenge:

Joyre TCMedi Spa had an in-house team managing digital marketing campaigns. However, the results were not satisfactory. Campaigns were ran solely on Facebook, which contributed to the low quality of leads.

In addition, there was also a lack of conversion tracking, which affected campaign performance.



The Solution:

FACEBOOK

- Improved Social Media Marketing by ensuring that ad copy and creatives were optimised.

SEM

- Implemented Search Engine Marketing as there was a proven demand based on keywords.
- Ensured proper tracking was in place before setting up cross platform remarketing.

LANDING PAGES

- Developed conversion driven landing pages for specific services.
- This allowed us to get a clearer understanding of which offers work and which don't, segment audiences, eliminate weaker offers, and present leads with targeted offers.

The Results:



Reduction in cost
per lead



Leads generated
for Tuina



Leads generated
for Acupuncture

