



<https://www.mantrajewellery.co.uk/>

“Best Ever Month - November 2020”

Find out how we are helping this jewellery brand successfully scale and grow to a level they had not experienced before!

Facebook & Instagram advertising can be a complex world. Mantra Jewellery had worked with an agency prior to Pink Leopard but unfortunately, this didn't achieve the results they were looking for. We stepped in, and our experienced team turned things around for them.

The Client - Mantra Jewellery

Launched in 2016, Mantra creates meaningful jewellery designed to inspire and uplift. Each piece symbolises a specific mantra, intended to make a positive impact on the way that you feel. It is jewellery that is a pleasure to give and to receive and that creates moments of joy and inspiration in the wearer. Mantra is now an award-winning jewellery brand, inspiring thousands of people every day.



The Goal - To drive online sales, build brand awareness, and deliver year-on-year growth.

The Plan - Mantra is on a mission to enable women everywhere to benefit from the power of wearing a personal mantra. The jewellery pieces are perfect as gifts, or as a treat for yourself, to give a powerful dose of self-confidence and self-belief.

By fully understanding the target audience and the wonderful ethos of the business, we can ensure that this message is effectively communicated through our ads to the right audience.

Although not a seasonal purchase, we do consider times of the year such as exam season or heading to university, as these are perfect occasions to purchase these pieces as inspiring gifts.

By using a variety of creatives, messages and ads, we are able to take the prospect on a journey from newly engaging with the brand, right through to purchase.

A wonderful business that has benefited from the effectiveness of Facebook & Instagram advertising.

The Strategy

As we launched this brand during the pandemic in March, we had to employ some different strategies more in terms of audience persona testing. We followed a 'Rapid Fire Testing' methodology to identify the best audiences & creatives and focused on the key products relevant to this period of time. As we were taking over from another agency, we did a deep dive and audit of the account to understand what needed fixing and the opportunities for growth.

Our top of funnel was based around driving cold traffic and testing new internet-based and custom based audiences. We use a multi-touch strategy to take prospects on a journey until they become paying customers.

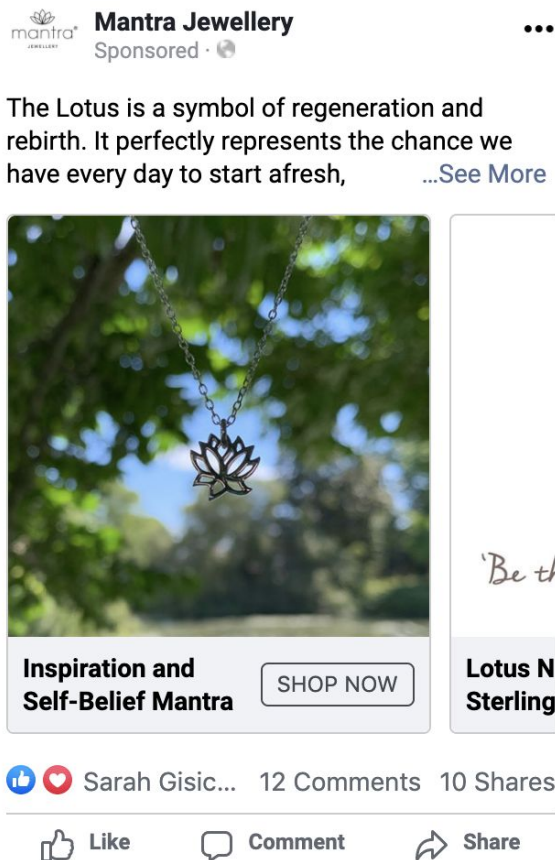
Our middle of funnel strategy was to educate the customer on the brand, and also drive high quality clicks to the website testing a lot of blogs here too as there were some great ones written that we felt we could use as an indirect selling strategy.



The bottom of funnel strategy was to target anyone who viewed content or added to cart in a set period of time and to use a lot of testimonials to increase social proof.

We also employed an upsell strategy to try and increase additional sales and revenue and help the brand increase LTV.


The Ads

Here are two samples of the ads we used that have been our best performers.





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What Jo Stroud, Founder of Mantra, has to say about Pink Leopard...

“Laura and Adam are an absolute joy to work with. They know their stuff and have an easy and positive manner about them. Since they started working with us on our Mantra Jewellery brand, they have impressed me with their quick grasp of our brand values and brand proposition; their fast turnaround; and their high quality of delivery. I am looking forward to seeing how things continue to progress. I highly recommend them and am happy to chat with any prospective clients about our very positive experience.”