



iMANILA
25
YEARS
of improving lives
through technology

Digital Marketing Case Studies



About iManila

With over **25** years of experience, we have built a solid reputation as the one of the country's most reliable providers of **innovative digital solutions**.



Web Development



Branding



App Development



Domain Hosting & SSL



Digital Marketing



Technical Support



Search Engine Marketing

Case Studies

APRICA PHILIPPINES

THE CLIENT

A top baby brand in Japan, Aprica matches superior Japanese technology, beautiful design and comfort. Their product ranges from strollers, car seats, carriers and other accessories for babies.

THE CHALLENGE

We were tapped by the Aprica Philippines team to run a campaign aiming to drive foot traffic to a 3-DAY Baby Fair event that they will be participating in.

THE SOLUTION

iManila recommended to run a Google Display Network campaign to maximize the brand's ad budget and generate relevant clicks and traffic to the blog article created in the purpose of promoting Aprica products that will be on sale during the Baby Fair event. We were also tasked to run the ad for only 10-days.

THE RESULT/S

2, 093, 591
times the ad was served on Google Display Network (Impressions)

10,965
Clicks generated for the 10-day campaign (300% higher than projected clicks)

Since then, Aprica Philippines has decided to continue running digital marketing campaigns with iManila.

Aprica®



TURF COMPANY

THE CLIENT

From golf courses, residential and commercial landscapes to resorts, hospitals and sports fields, the Turf Company provides end-to-end solutions designed around the exacting standards of the industry.

THE CHALLENGE

Prior to the campaign, the company is only getting an average of 3 leads per quarter from their website and a very low website traffic.

THE SOLUTION

iManila recommended to run a Google ads campaign to generate clicks and drive traffic to Turf's website.

THE RESULT/S

69

LEADS IN 3 MONTHS

(vs. previous average of 3 LEADS PER QUARTER ONLY)



AFFORDABLE & RELIABLE
GOLF CARTS
UTILITY & TRANSPORTATION VEHICLES



LEARN MORE



OREC MOWERS



IRRIGATION SYSTEM & EQUIPMENT



FLUID SOLUTIONS

THE CHALLENGE

Since the kick off of Fluid Solution's Search Ads campaign last October 2018, we have aggregated a total of 95.1K clicks, with 1.42M impressions and an average cost per result of P7.71.

THE SOLUTION

We have successfully ranked all of their keywords in the first page of the SERPs, in only 1 year and maintained their ranking up until today.

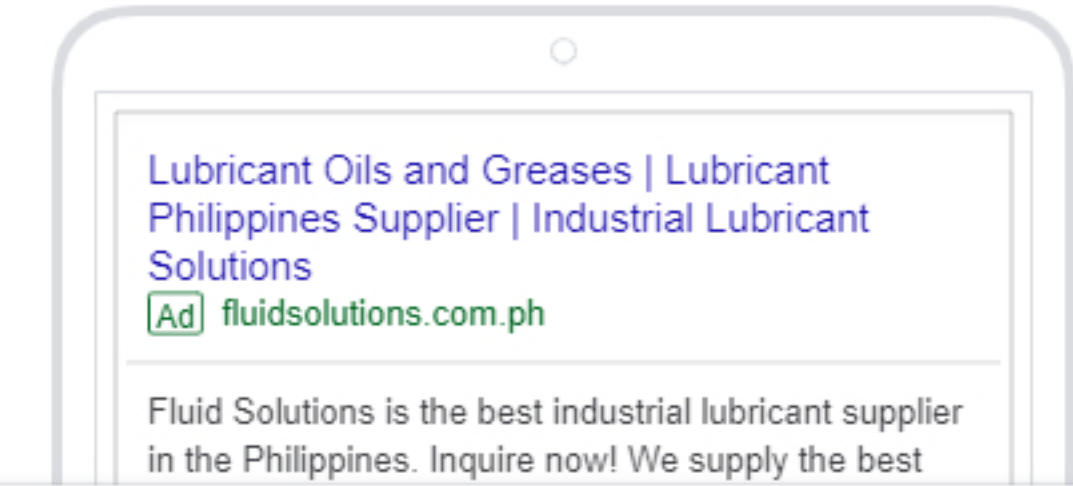
THE RESULT/S

2,900,000
Impressions in 3 months
(262.5% higher than target/KPI)

100,000
Clicks for the entire duration of
the campaign (1,150% higher
than Target/KPI)

Most-shown ads

● [FLUID SOLUTIONS] SEM Camp... > ● [FLUID SOLUTIONS] SEM Campaign -...



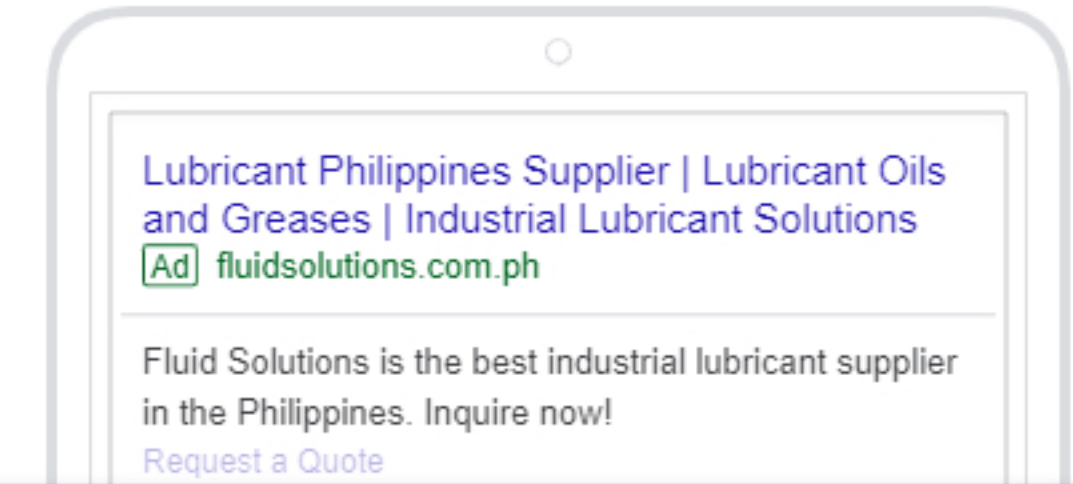
Ad	Impressions	Clicks	CTR
● Enabled	362,314	26,626	7.35%

[ALL ADS](#) [ALL EXTENSIONS](#)

< 2 / 10 >

Most-shown ads

● [FLUID SOLUTIONS] SEM Camp... > ● [FLUID SOLUTIONS] SEM Campaign -...



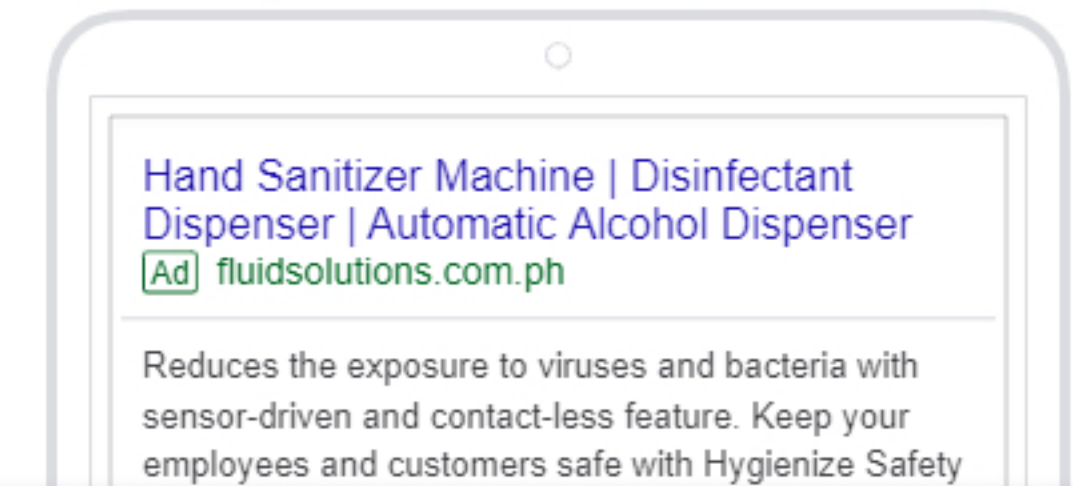
Ad	Impressions	Clicks	CTR
● Enabled	497,974	39,857	8.00%

[ALL ADS](#) [ALL EXTENSIONS](#)

< 1 / 10 >

Most-shown ads

● [FLUID SOLUTIONS] Search Ads FlexxPu... > ● [FLUID SOLUTIONS] FlexxPu...



Ad	Impressions	Clicks	CTR
● Enabled	195,606	14,081	7.20%

[ALL ADS](#) [ALL EXTENSIONS](#)

< 3 / 10 >

Social Media Management & Advertising

Case Studies

LEADING ENGINE OIL BRAND FOR PASSENGER CARS

THE CLIENT

A global brand of industrial and automotive lubricants.

THE CHALLENGE

Under global mandate, their local affiliate was not allowed to have a local website. To connect with their Philippine market, they established a Facebook page to spread awareness for the brand and encourage dealerships.

THE SOLUTION

iManila created an integrated social media marketing campaign for them which grew their page to over 120,000 page likes and an average of 5 inbound messages daily.



THE RESULT/S

123k

PAGE LIKES WITHIN A 2-YEAR CAMPAIGN (from 0 likes)

5

AVE. INBOUND MESSAGES DAILY

DELL PHILIPPINES

THE CLIENT

Dell is one of the leading global brands in providing technology solutions from desktops, laptops, and tablets, ideal for home and business use alike.

THE CHALLENGE

In line with Dell's G Series Launch, iManila was tapped to run social media ad campaigns to deliver 1M reach and 30K additional page likes within a 30-day period.

THE SOLUTION

iManila recommended to run a Google Display Network campaign to maximize the brand's ad budget and generate relevant clicks and traffic to the blog article created in the purpose of promoting Aprica products that will be on sale during the Baby Fair event. We were also tasked to run the ad for only 10-days.

THE RESULT/S

By strategically planning and closely monitoring Dell's 30-day campaign, iManila was able to hit and exceed the brand's KPI by delivering a total of:

54K
FACEBOOK PAGE LIKES
(91.44% HIGHER THAN KPI)

7.51M
TOTAL CAMPAIGN REACH
(651% HIGHER THAN KPI)



TILE EXPRESS

THE CLIENT

Tile Express Shop is a direct importer and retailer of floor and wall tiles, mosaics, subway tiles, sanitary ware and accessories in the Philippines.

THE CHALLENGE

In line with Tile Express Shop's expansion plans, the management team wants to run Facebook ads to promote that the company is open for dealership.

THE SOLUTION

iManila suggested to run lead gen ads on Facebook in order to promote Tile Express' dealership campaign.



THE RESULT/S

450

Total leads generated in three (3) months

According to client, they were able to successfully close two (2) dealership deals from this campaign.



LOTUS[®]
Performance, Delivered.[™]

Lotus[®] Tools Philippines shop - aims to offer a wide array of professional tools for tradesmen, contractors and DIY-ers at reasonable prices.

Campaign:
Catalog Sales - Collaborative Ads

Budget:
20K

Revenue:
250K

THE RESULT/S

12x

RETURN TO AD SPEND

7M

WORTH OF ADD-TO-CART VALUE

10x

Increase in sales per month



Lenovo™

Lenovo is the world's fastest-growing maker of PCs, including renowned ThinkPad® laptops. We also make ThinkCentre®, ThinkStation®, IdeaPad® and IdeaCentre® computers, and IdeaTab® and ThinkPad® tablets.

Campaign:
Catalog Sales - Collaborative Ads

KPI:
Get 50K Visits

Budget:
150K

Revenue:
450K

iMANILA

THE RESULT/S

12x

RETURN TO AD SPEND

7M

WORTH OF ADD-TO-CART VALUE

10x

Increase in sales per month





Chef's Classics brings innovation to your kitchen with cooking equipment born out of Passion for Global Quality. As the biggest brand in cookware, we have become a fixture in every Filipino home.

Campaign: (First Month)
Catalog Sales - Collaborative Ads

Budget:
30K

Projected Purchases:
50-60 purchases

Total Purchases by end of Campaign:
700 Purchases

Add-to-cart:
12,060

THE RESULT/S

12x

RETURN TO AD SPEND

7M

WORTH OF ADD-TO-CART VALUE

10x

Increase in sales per month





BigasPH is an online Bigas (rice grain) delivery in the Philippines. They sell premium and organic rice varieties from local and indigenous farmers in the country

Campaign: (First Month)
Conversion Ad

Budget:
40K

KPI:
50-60 purchases & 600 LP Views

Total Purchases:
93 Purchases

Landing Page Views:
1,800 LP Views

THE RESULT/S

12x

RETURN TO AD SPEND

7M

WORTH OF ADD-TO-CART VALUE

10x

Increase in sales per month



Search Engine Optimization + Search Engine Marketing + Social Media Management & Advertising

Case Studies

PRESIDIUM PHILIPPINES

THE CLIENT

A newly established company, Presidium is the official distributor of Fluke Industrial Group and Fluke Calibration products in the Philippines.

THE CHALLENGE

The company just launched their new website. They were looking for ways to boost their brand presence online and maximize traffic acquisition.

THE SOLUTION

iManila created an integrated digital marketing campaign that utilizes Search Engine Optimization, Search Engine Marketing and Social Media Management strategies.

THE RESULT/S

43K+

FACEBOOK PAGE LIKES FROM 129
PAGE LIKES WHEN WE STARTED
THE CAMPAIGN

9.5K+

ACQUIRED CLICKS FROM SEM
CAMPAIGN (6 MONTHS)

FIRST PAGE GOOGLE SEARCH ENGINE RESULTS FOR THE FOLLOWING KEYWORDS:

FLUKE DISTRIBUTOR
PHILIPPINES
FLUKE INDUSTRIAL GROUP TOOLS
FLUKE AUTHORIZED
DISTRIBUTOR PHILIPPINES
FLUKE DIGITAL MULTIMETER
PRICE PHILIPPINES
FLUKE CALIBRATION
PHILIPPINES



JOHNNY AIR PLUS

THE CLIENT

Johnny Air Plus is the new logistics solution service introduced by Johnny Air, a pioneer in the Philippine shipping industry.

THE CHALLENGE

As they are also promoting online shopping and shipping from the US to the Philippines, the company is looking for ways improve their presence online.

THE SOLUTION

iManila recommended to run SEO, SEM and Facebook campaigns to drive website traffic, increase their visibility on Google SERP and create brand awareness and engagement for Johnny Air Plus.



THE RESULT/S

48k+

FACEBOOK PAGE LIKES IN
3 MONTHS (62.5% HIGHER THAN
KPI)

5K+

AVE. ACQUIRED CLICKS
FROM SEM CAMPAIGN PER

FIRST PAGE GOOGLE SEARCH ENGINE

RESULTS FOR THE FOLLOWING KEYWORDS:

SHIPPING FROM US TO

PHILIPPINES

JOHNNY AIR

Social Media Design Portfolio



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Salad with Mushrooms, Tomato and Tulip Jamonilla.



96%

Grew Instagram page following organically by 96%.

5 - 10

Receives an average of 5-10 inbound leads daily.



Salad with Mushrooms, Tomato and Tulip Jamonilla.



1.5-2M

Gets an average of 1.5-2M reach every awareness campaign.



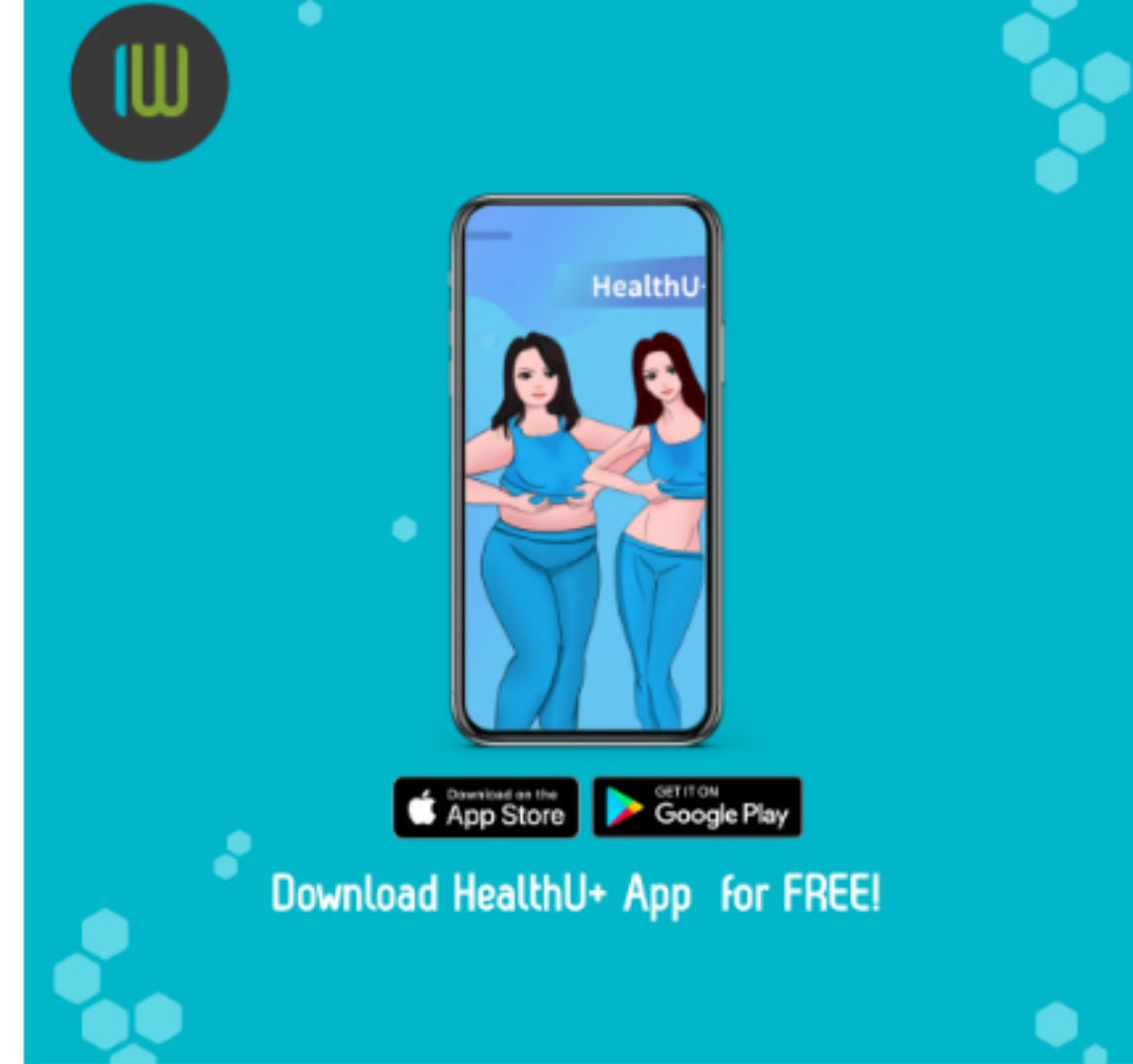
World Champion in Food Safety



38 Days before CHRISTMAS!



InnovWeight



60%

Increased traffic on their Lazada store by 60%.

20 - 25

Gets an average of 20-25 inbound messages daily, organically and paid.

200 - 300k

Receives an average of 200K-300K video views.



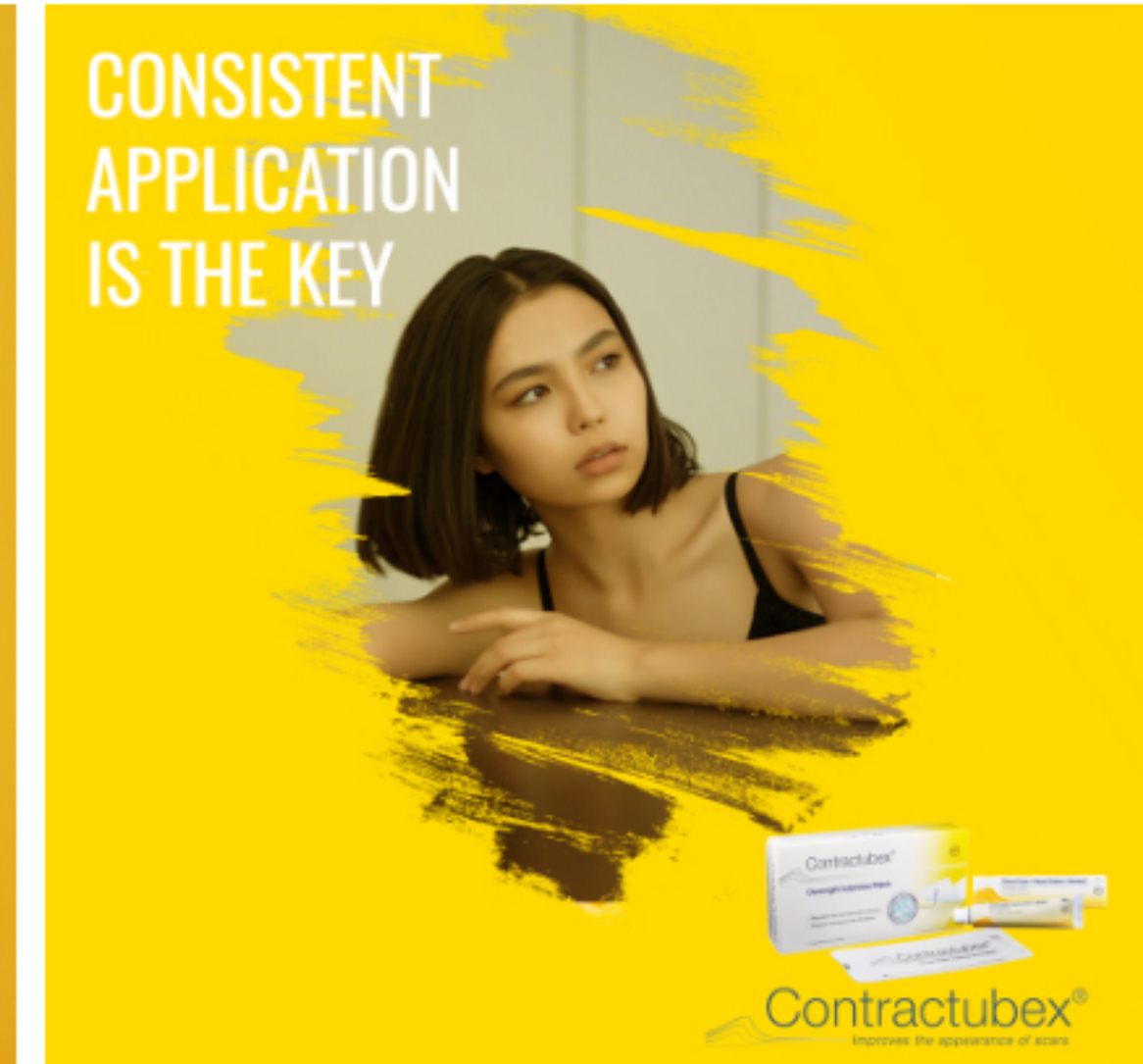
18

Contractubex®
Improves the appearance of scars



700k

Receives an average of 6K-10K organic reach per post and an average of 700K reach if boosted.



CONSISTENT APPLICATION IS THE KEY

60k

Gathered around 60K following organically and paid at the end of the campaign.



10 - 15

Receives an average of 10-15 inbound messages daily



TURMETAB[®]

TURMERIC WITH PIPERINE



64k

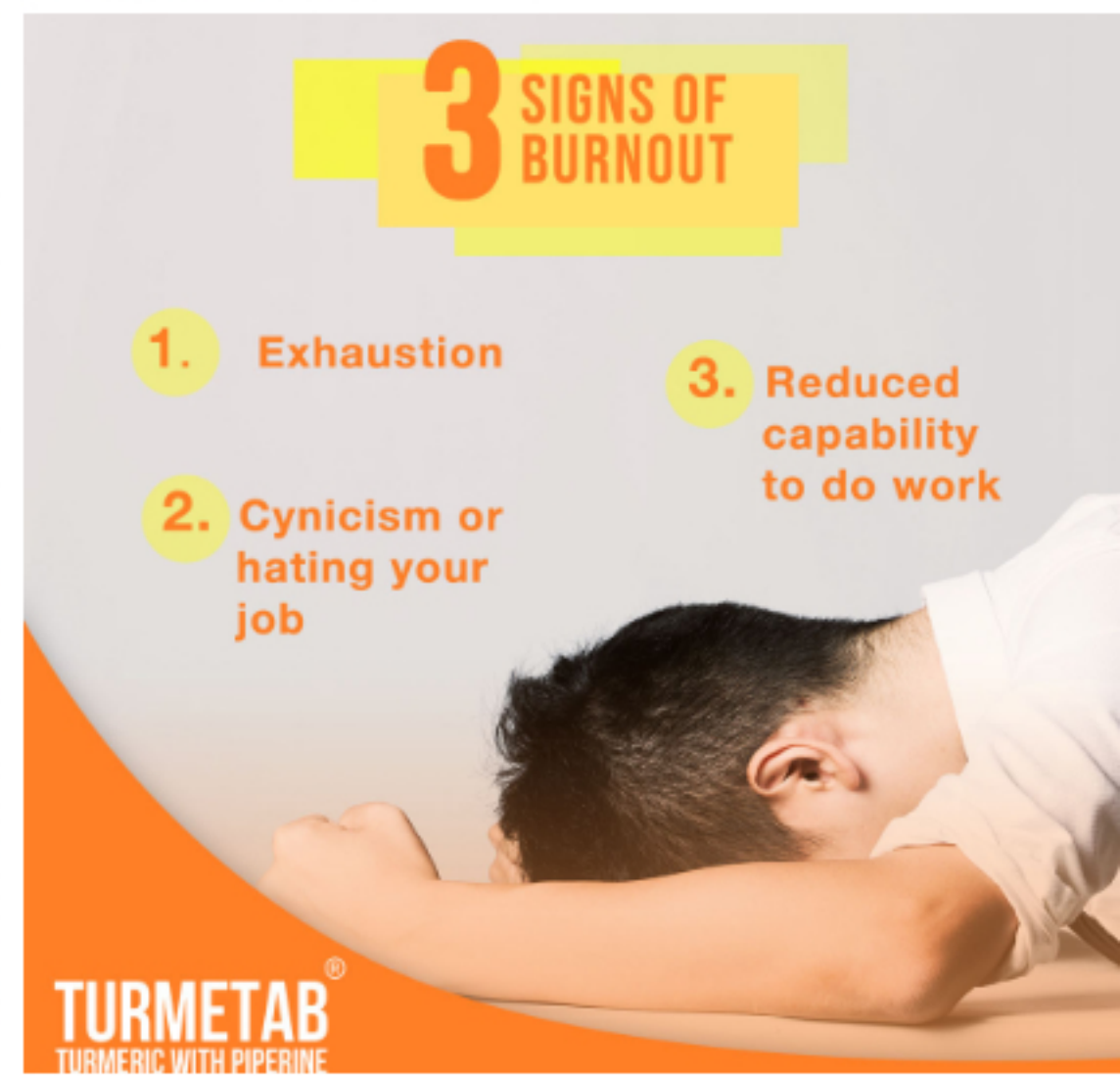
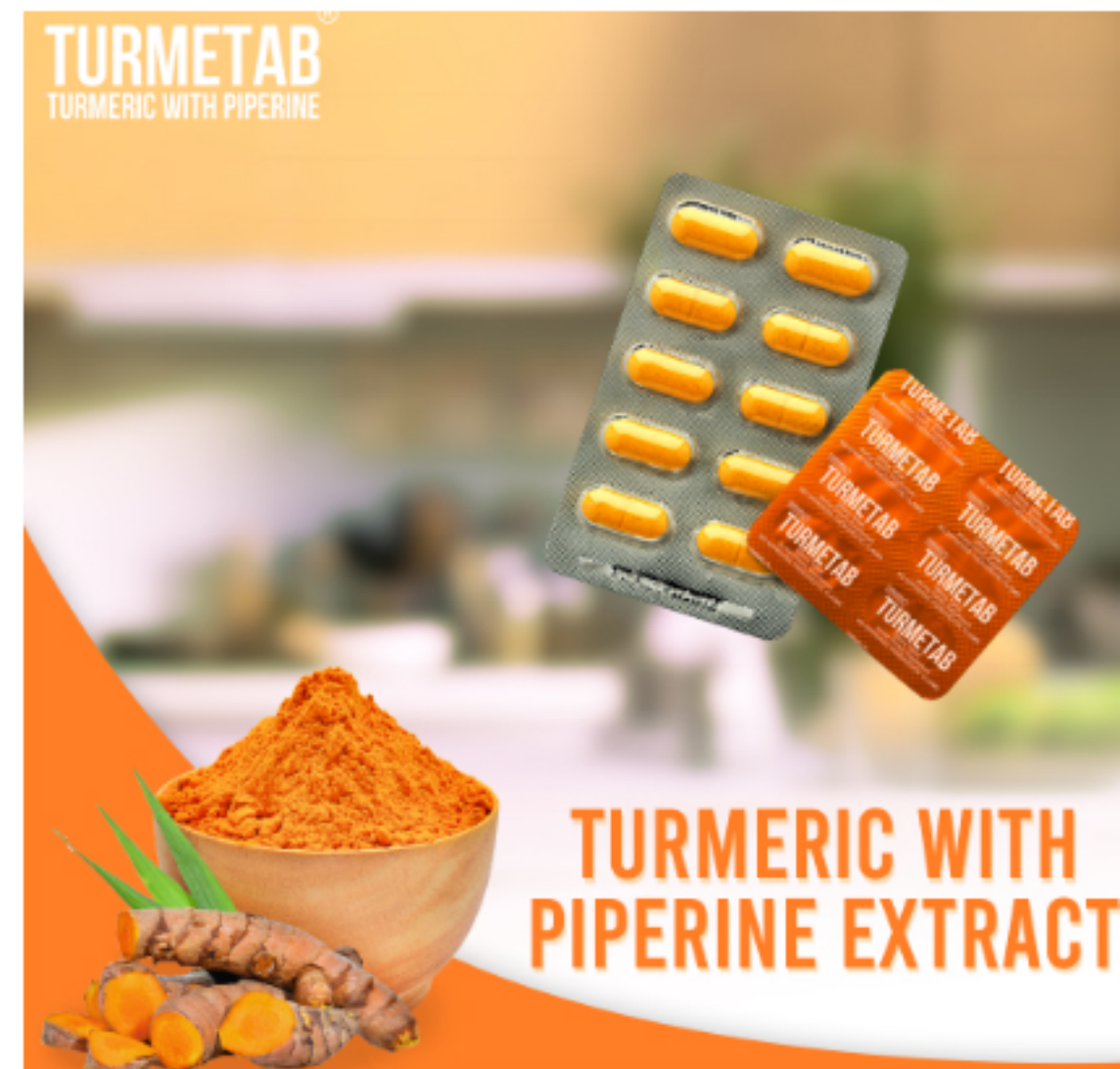
Grew the Facebook page's following by 64K at the end of the campaign, from the initial 1.2K followers at the start of the campaign.

98%

Increased engagement and reach by 98% compared to the beginning of the campaign.

2M

Reaches an average of 2M people every campaign.



3 SIGNS OF BURNOUT

1. Exhaustion
2. Cynicism or hating your job
3. Reduced capability to do work

TURMETAB[®]
TURMERIC WITH PIPERINE

20

MUCOTUSS
FORTE

POWERFUL
CHEST RELIEF
MUCOTUSS FORTE

Available in Mercury drug & Generika

4 MINUTE EXERCISE

1 MINUTE : JOG IN PLACE
1 MINUTE : PLANK
1 MINUTE : SIT-UPS
1 MINUTE : PUSH-UPS

MUCOTUSS FORTE

Fight off cough with Mucotuss!

MUCOTUSS

14k

Grew Facebook page following by 14K at the end of the campaign, from the initial 0 followers at the start of the campaign.

98%

Increased engagement and reach by 98% compared to the beginning of the campaign.

2M

Reaches an average of 2M people every campaign.



Fight off cough with Mucotuss

MUCOTUSS

COUGH WITH PHLEGM?
FIGHT IT OFF WITH MUCOTUSS FORTE

Available at Mercury drug & Generika

Everyday Health Tips:

EAT GREEN VEGETABLES
PRACTICE GOOD HYGIENE
GET ENOUGH SLEEP

MUCOTUSS FORTE

Fight off cough with Mucotuss!

MUCOTUSS

MUCOTUSS FORTE

Cough with phlegm? Fight it off!

MUCOTUSS

60 ml
DEXTROMETHORPHAN HYDROBROMIDE
GLAFENESIN
MUCOTUSS
10 mg / 50 mg's ml Syrup
Expectorant
Antitussive

Terramedic
100% Natural Compound, Free of
Any Harmful Chemicals

Ipanema



30k - 40k

Receives an average of 30K-40K likes, comments, and shares per post.

80%

Increased organic engagements by 60% and paid reach by 80%.



23k

Grew their Instagram page following organically to 23K at the end of the campaign.



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HARAYA
COACHING

HARAYA
COACHING
Do you want to be more self-aware?
Talk to a Haraya Coach.

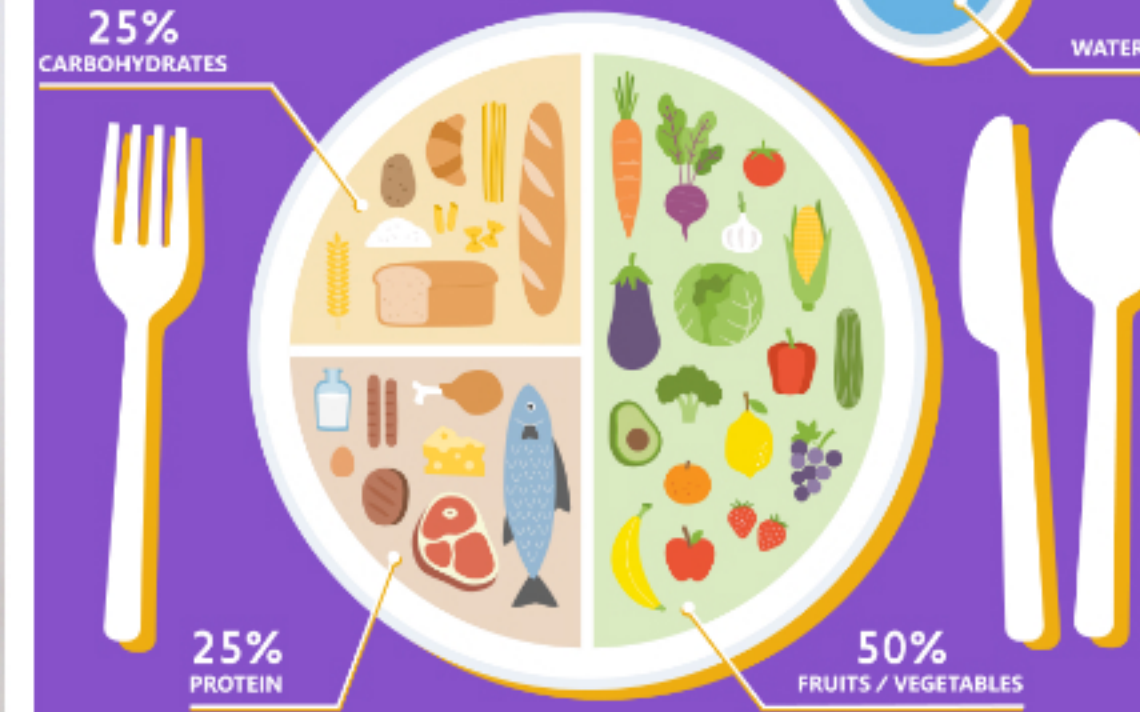


“The small amount invested in coaching during a crisis will pay off in terms of larger gains.”

Ann Betz and William Arruda



HEALTHY EATING TIPS



100k

Receives an average of 100K reach every boost post campaign.

7 - 10

Receives an average of 7-10 inbound messages weekly.

23k

Grew the Facebook page's following by 5.9K organically at the end of the campaign, from the initial 5.7K followers at the start of the campaign.

Looking for a key resource speaker for your next online event?



HARAYA
COACHING

“When I discover who I am, I'll be free.”

Ralph Ellison



HARAYA
COACHING



Seeking Clarity?
Let a Haraya Coach help you.



Your partner
in Self-Discovery

HARAYA
Healthy lifestyle

- Take time for yourself
- Be kind
- Do a digital detox
- Practice mindfulness
- Plan a healthy diet
- Be social
- Get enough sleep
- Exercise regularly
- Take breaks during work hours
- Be in nature



How is your Team doing?



LET'S DISCUSS!

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