



# UNISAFE E-COMMERCE CASE STUDY



# Unisafe

**Industry: Industrial and Safety Supplies**

**Client Background: Unisafe is a trusted provider of gloves and safety products. The company needed to grow its online sales channel but struggled to manage time effectively due to other operational priorities. They approached FMO Media to streamline their digital marketing efforts and improve online sales performance.**





# Challenges and Objectives



## Challenges

- Lack of time and resources to manage online sales effectively.
- Limited online presence and engagement.
- Needed to improve advertising strategies and customer engagement



## Objectives

- Increase online sales by optimizing digital marketing strategies.
- Establish a strong social media presence to engage with customers.
- Enhance content creation to drive traffic and improve conversions.

# Why FMO Media?

## Why They Chose Us

Unisafe selected FMO Media for its comprehensive digital marketing solutions, proven expertise in managing e-commerce operations, and ability to save the client significant time.

## Package

Emerald + Upgrade to Founders

## Timeline

The strategy was implemented over a six-month period with ongoing adjustments and optimizations.

## Services Provided

### Social Media Management:

- Overhauled digital presence and branding strategy.
- Managed accounts on Instagram, Facebook, LinkedIn, TikTok, and Google Business.
- Engaged affiliates and community through social media.

### Consulting Support

### Content Creation

- Branded graphics for social media.
- Organic SEO management

### Video Production:

- On-site filming with professional equipment and editing.
- Motion effects, licensed stock music, and graphic overlays.

### Paid Media Management:

- Created and managed ads on Instagram, Facebook, and Google.
- Branded landing pages, lead forms, and sales funnel creation.

## Strategy

- **Initial Audit/Assessment:** Conducted a detailed audit of existing online efforts and identified key areas for improvement

### Action Plan:

- Developed engaging content for all social media platforms, tailored to Unisafe's target audience.
- Improved SEO through regular blog posts and optimized site content.
- Created professional video and graphic assets to enhance the brand's online presence.
- Launched highly effective ad campaigns with consistent tracking and optimization.



# Results & ROI

## Website Highlights

- SEO efforts resulted in a 50% increase in organic traffic.
- Amazon Store redirection Increased by 12%

## Paid Media Highlights

- Online sales grew by 35% year-over-year after implementing paid campaigns.

## Social Media Highlights

Social media following increased by 150% within six months.

## Upgrade!

Client was so satisfied with his Emerald level services that he upgraded to Founders in just 3 months for even greater ROI



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