

# ZGroup Digital **Case Studies**

Accelerate your business  
With Digital Marketing!



## Largest Subaru Influencer

- Video Ad creation
- Copywriting
- Landers
- Paid ad strategy
  - Google
  - Instagram
  - Facebook
- SEO
- Campaign Optimization
- Organic Traffic
- Website optimization (His site sucks but we tweaked it on the inside cause he won't go for a legit site)
- Scaled from 5k to 50k



SubieFlow Sponsored

Universal carbon fiber shift knob. Threaded for Subarus M12x1.25. Fits OEM reverse lockouts. Lifetime warranty included.

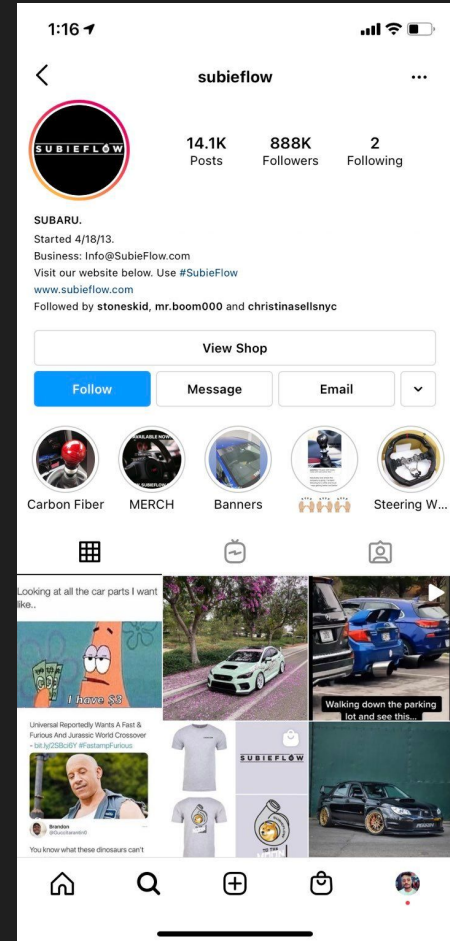


SHOP.SUBIEFLOW.COM  
Buy Now For Only \$44.99  
Free Shipping Nationwide

LEARN MORE

11 1 Comment

Like Comment Share



1:16

subieflow

14.1K Posts 888K Followers 2 Following

SUBIEFLOW

SUBARU.  
Started 4/18/13.  
Business: Info@SubieFlow.com  
Visit our website below. Use #SubieFlow  
www.subieflow.com  
Followed by stoneskid, mr.boom000 and christinasellsync

View Shop

Follow Message Email

Carbon Fiber MERCH Banners HHH Steering W...

Looking at all the car parts I want to buy...

Universal Reportedly Wants A Fast & Furious And Jurassic World Crossover

You know what these dinosaurs can't

Walking down the parking lot and see this...

Home Search Add Shop Profile


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## HTML5 Ads

SUBIEFLOW

**CUSTOM PARTS & ACCESSORIES**



**Build For Performance And Your Custom Style**


SHOP NOW

SUBIEFLOW

CUSTOM PARTS & ACCESSORIES

Build For Performance & Your Custom Style

SHOP NOW



SUBIEFLOW

**Blackout Headlight Overlays**



SHOP NOW

SUBIEFLOW



**REVERSE CUT WINDSHIELD BANNERS**

SHOP NOW



## 8-figure supplement company

- Video Ad creation
- Copywriting
- Full Tiktok Management
- Content Creation
- Video editing
- Scheduling and posting



Well of Life  
Sponsored · 🌱

Removing toxins from the body has many health benefits including better nutrient absorption, more energy, less joint ... See More

**Millions of People Have These Toxins**

and clog up your colon

EG.WELLOFLIFE.COM  
Watch Our Free 3-Part Miniseries SIGN UP

Like Comment Share

<https://fb.me/8OevHMJBwHiUIS>

2:25 AM 1.3MB/s

Jonathan Otto

@jonno.otto

3 Following 59.3K Followers 1.4M Likes

Message

Cutting edge information about health.  
<https://naturalmedicinesecrets.com/cancer/?a...>

Grid of video thumbnails:

- Super Baby (4859 views)
- Joint Pain (13.4K views)
- Parkinsons (3010 views)
- Fast Food (13.4K views)
- Why Kill? (9674 views)
- Cayenne Pepper (9600 views)

<https://www.tiktok.com/@jonno.otto>



WELL OF  
**LIFE**

## 8-figure supplement company

- Video Ad creation
- Copywriting
- Full Tiktok Management
- Content Creation
- Video editing
- Scheduling and posting



## Ad Creatives

### DETOX & RESTORE PROTOCOL

- ✓ Overcome Chronic Disease
- ✓ Experience Great Mental Health
- ✓ Overcome Combat Autoimmunity

WELL OF LIFE + HEALING HAPPINESS PEACE ALL NATURAL INGREDIENTS

### ORGANIC TURMERIC WITH GINGER & BIOPERINE

- ✓ Protect against depression
- ✓ Provide potent antioxidant support
- ✓ Support metabolism and weight management
- ✓ Support a balanced inflammatory response

WELL OF LIFE  
Healthy Supplements for A Healthy Life!

### GUT REPAIR 360

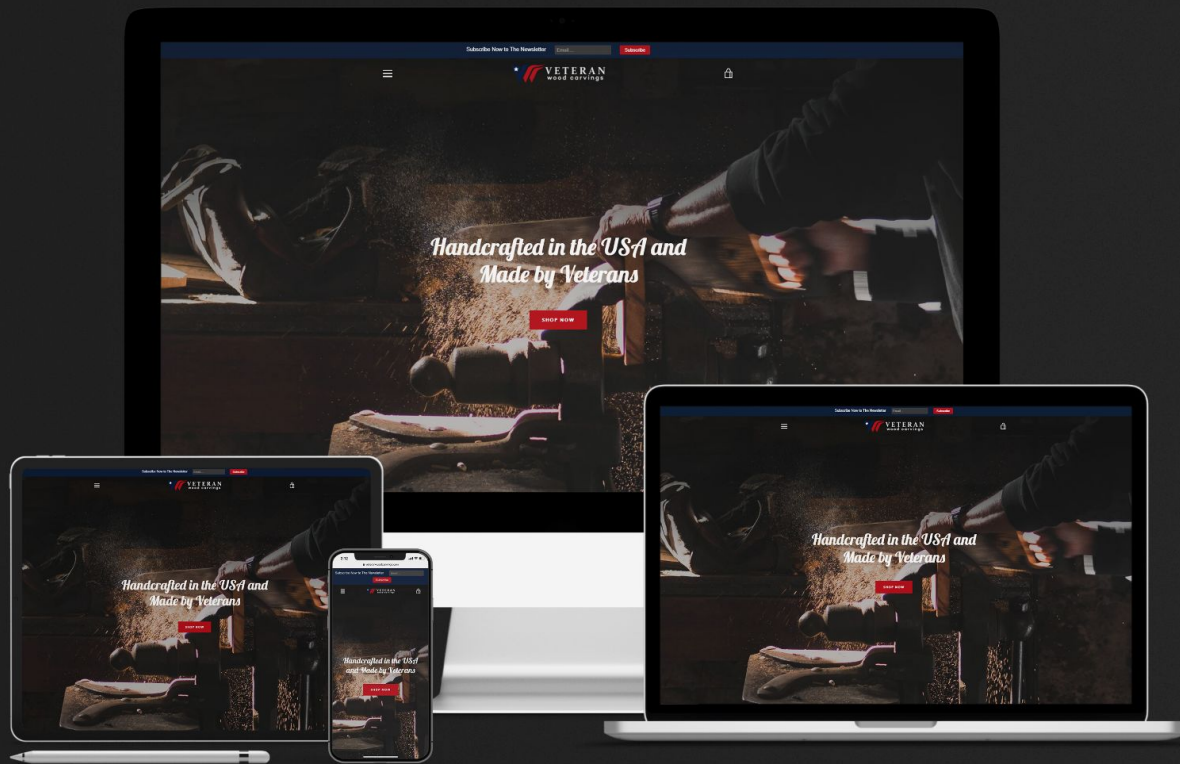
- ✓ Fill the holes in your leaky gut
- ✓ Create a protection film on your gut lining
- ✓ Soothe your intestinal lining
- ✓ Bring Zonulin levels to normal

WELL OF LIFE  
Healthy Supplements for A Healthy Life!



## Veteran themed Ecommerce:

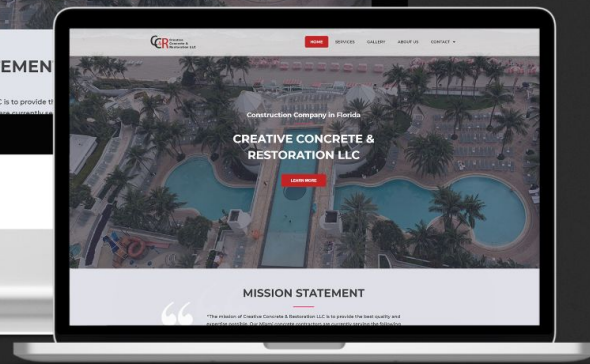
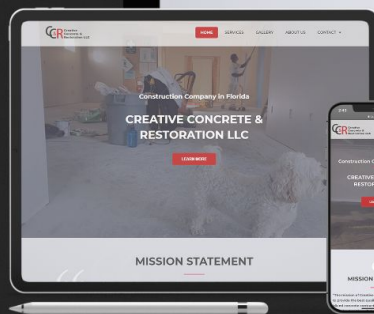
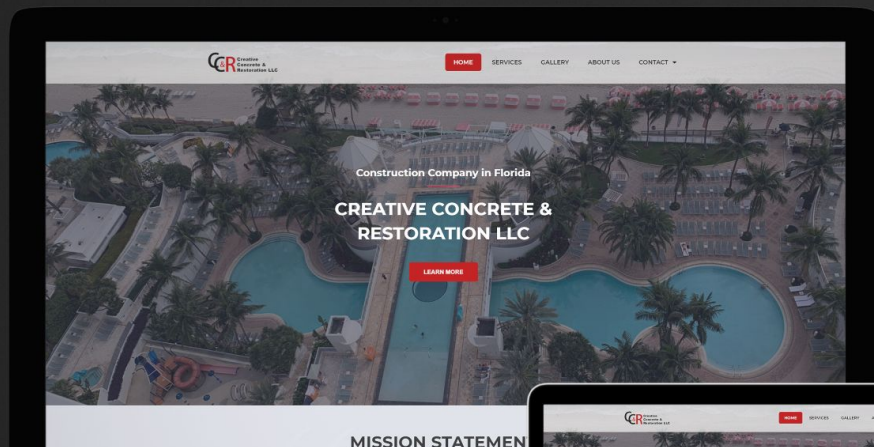
- 5K a month in a month
- Built from scratch
- Branding
- Website- Shopify
- Management
- Paid ad strategy
  - Facebook
  - Etsy
  - waiting for client to scale up on backend





## Contractor

- Built the website
- SEO
- 10k to 80k in 7 months
- Paid ads strategy  
-Google PPC



<https://ccnrflorida.com/>



## Meal Prep MEALS OF DOPENESS

Collaborative co-creation of social media post

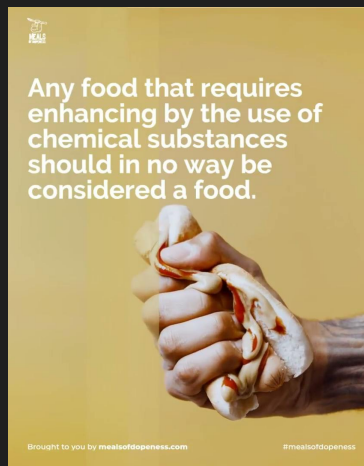
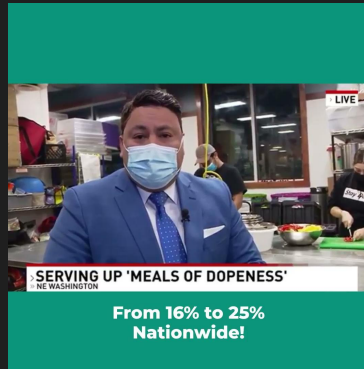
- Branding (in progress)
- Social Posting
  - Instagram
  - Facebook



### Branding



### Posting







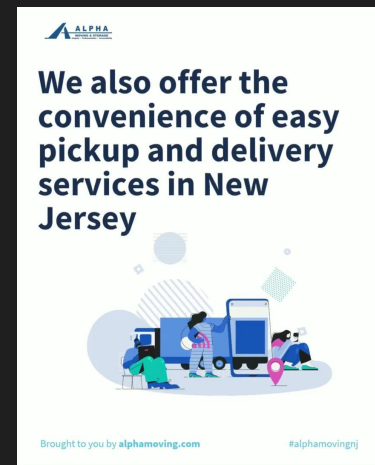
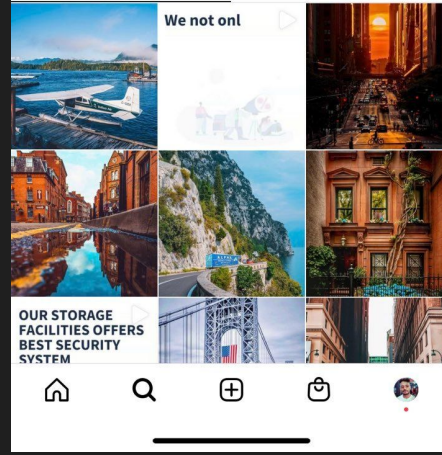
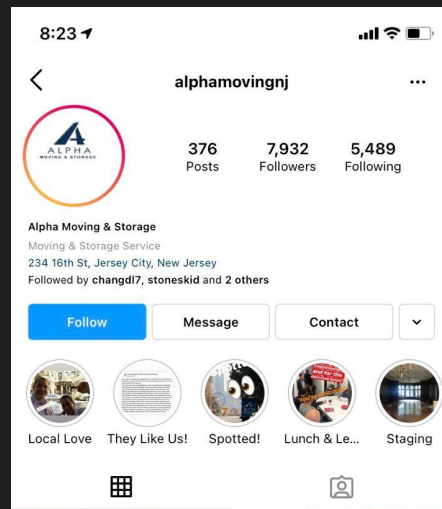
# ALPHA

**MOVING & STORAGE**  
Integrity • Professionalism • Accountability

## Moving company

Collaborative co-creation of social media post

- Social Posting
  - LinkedIn
  - Instagram
  - Facebook
- Paid Ad strategy
  - Facebook
  - Google
  - LinkedIn





## Financial Service

Social media posting and Ads planning

- Social Posting
  - Facebook
  - Linkedin
  - Instagram
- Video Curation, Editing and posting
- Paid Ad strategy
  - Linkedin
  - Facebook



**What To Know Before Buying A Home**

**Financing The Dream**

KNOW MORE!

**Your commercial, Business & Residential Lending Partner**

GET IN TOUCH

**Are you a veteran and looking for a loan? We have loan program SPECIFICALLY for you!**

**Need money quickly to make your purchase?**

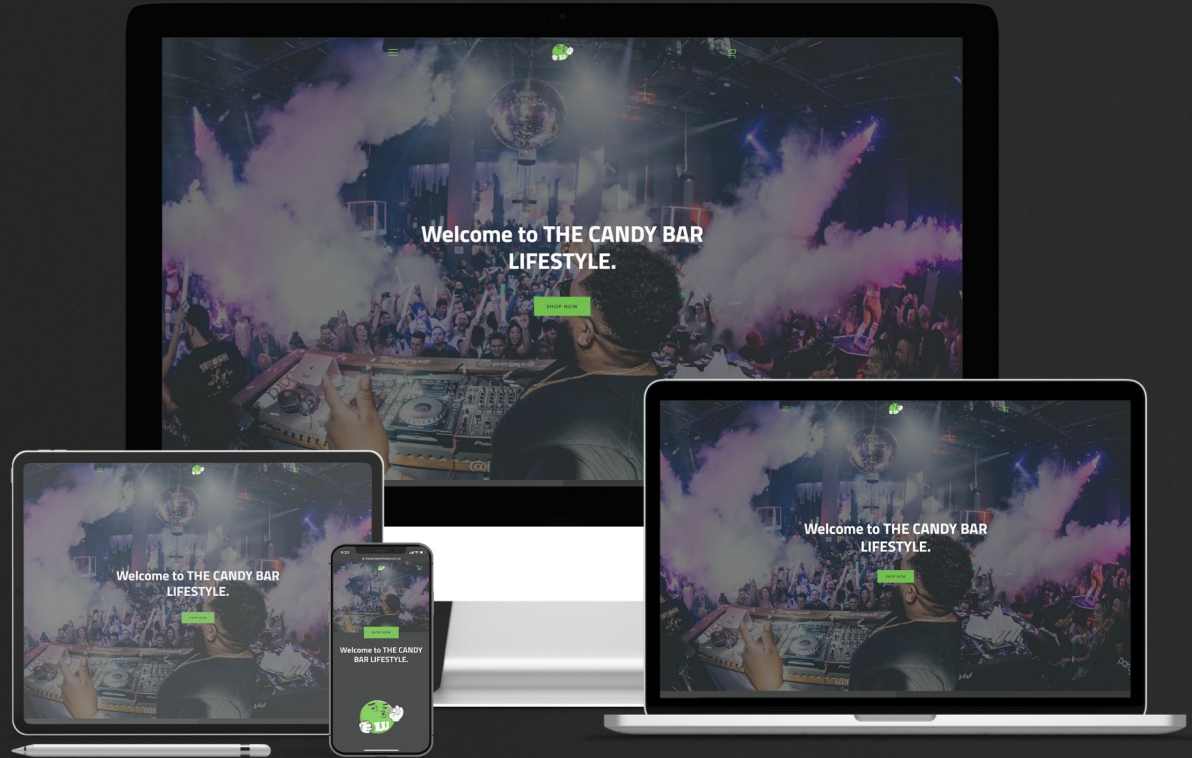
has allowed us to



# The Candy Bar Lifestyle

## CBD & THC

- Branding
- Built the website
- SEO





SoundsElite

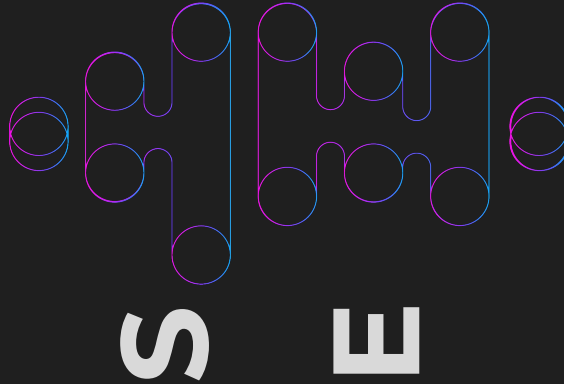
## Sound & Photography

- Branding
- Website in progress
- SEO

Wireframe

Logo

○ Single Circle of bond





## Interior Design

- Increase Quality Of Traffic
- Increase Lead Generation
- Fix & Implement Accurate Conversion Tracking

## KPI's

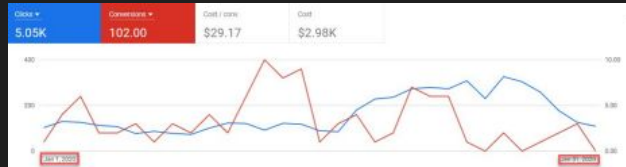
- Site Traffic Increased By Over 430%
- Conversions Increased By Over 400%
- Cost Per Conversion Has Decreased by 42.8%



Nov. 2019



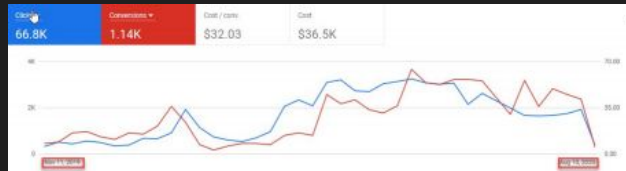
Jan. 2020



June 2020



All Time Progress



By Month 3 We Had Received **Double** The Amount Of Conversions Than We Did Our First Month, While Spending Almost The Same Amount Of Money On Ads.

# Building Supply Company

- Facebook ads
- Increase Lead Generation
- Fix & Implement Accurate Conversion Tracking
- Optimize Google my Business

## Highly Targeted Ads Based on Job Industry and Ownerships Level

Quality building materials at great prices.  
Contractor savings available on bulk orders.  
Free same day delivery on in stock items when ordered before noon.



**7/16 Georgia Pacific OSB**  
\$14.37 per sheet

SHOP NOW

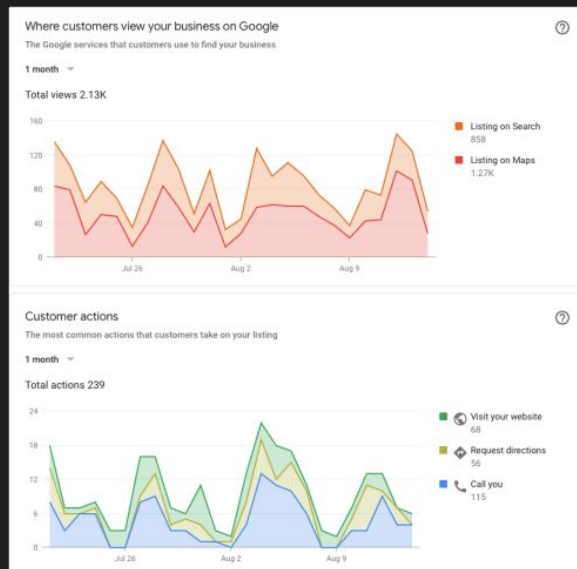


**AdvanTec Subflooring**  
\$36.98 per sheet

Like Comment Share

## Using the Power of GMB to Jump the Big Box Stores

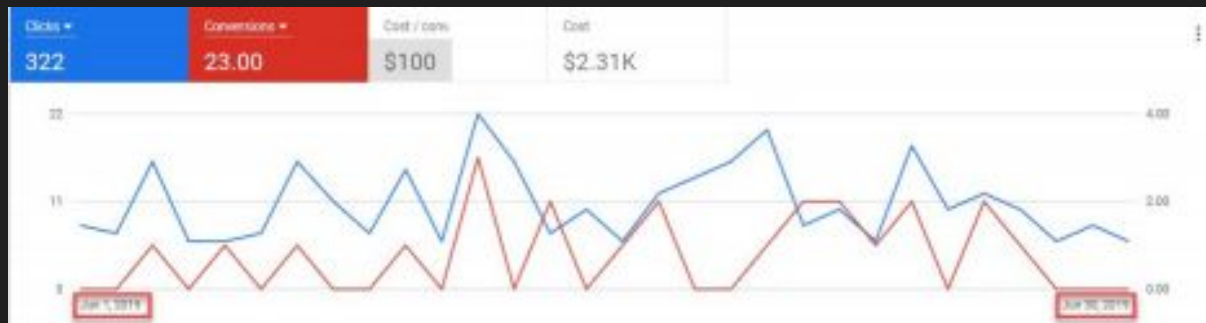
We were also able to optimize the company's Google My Business Listing, and provide a custom local content strategy to their GMB location page. These efforts allowed us to surpass both big box stores on Google search both organically and on Google Maps.





We Started Off With Month Over Month Conversions being around 10. After 3-4 months of optimizing the ad campaign and CRO for the website we started to see double the conversions. After that started being steady we started focusing on how we can lower our cost per conversion metric, which over the course of 12 months has significantly decreased

June 2019



June 2020



## RV accessories & Parts

- Increase Purchase Count
- Decrease Cost Per Conversion Over Time
- Gain Brand Awareness
- Increase Average Sale Amount

## KPI's

- Conversions up 500%
- Decreased Cost Per Conversion by 63%



## Plumbing company

- Increase Lead Generation From A PPC Campaign
- Lower Our Cost Per Lead
- Implement Accurate Conversion Tracking

## KPI's

- Conversions have increased over 1200% since launching the campaign
- Cost Per Conversion has decreased by over 50%
- Client ROAS Is \$1,154,400



We started the PPC Campaign out strong and were able to Capture Strong ROI & Decent Conversions The First Month

### October 2019



### July 2020



### All Time Progress

