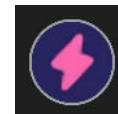


Influencer Marketing Done Right



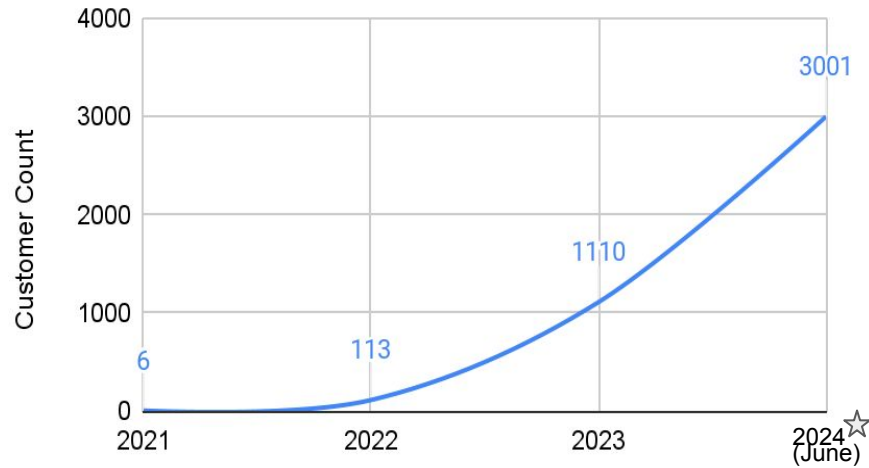


- ORBIS Lifestyle: The Journey Begins
- Challenges with Italian Agencies
- Key Milestones in Influencer Marketing
- Co-branded Supplement Launch
- Meta Ads Collaboration
- The Turning Point: Partnering with cbsocial
- Success Through Focus: 1 Product, 1 Market, 1 Channel
- Lessons Learned and Future Directions

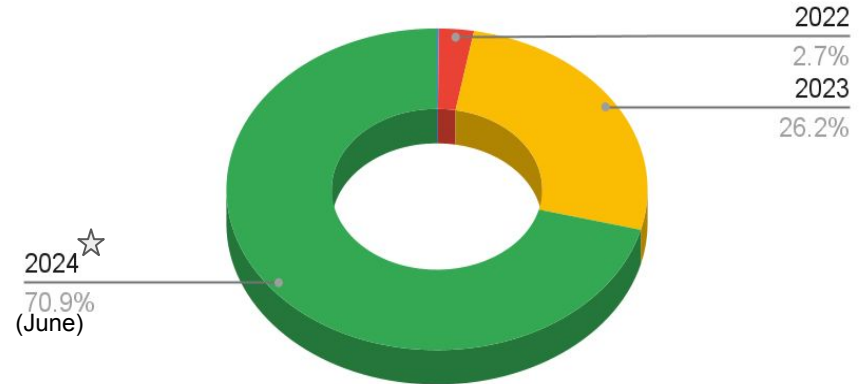


ORBIS Lifestyle: The Journey Begins

B2C Customer Count vs Year (June 2024)



B2C Customer Count vs Year (June 2024)



The data for 2024 is up to June 2024

Challenges with Italian Agencies

Unfocused Strategies from Agencies

- Agencies lacked a clear understanding of our target audience.
- Proposals often included broad campaigns without a conversion focus.
- Emphasis on quantity over quality led to diluted messaging.

Budget Allocation Issues

- Low budgets were spread across too many channels.
 - Ineffective use of resources led to minimal impact.
 - Lack of a cohesive strategy resulted in wasted expenditures.
-

Key Milestones in Influencer Marketing

€7K

Initial Monthly Revenue
(November 2023)

Dec 2023

Co-branded Supplement
Launch Date

Feb 2024

First Meta Ad Campaign
is Launched

€100K

Six-Figure Monthly
Revenue Achieved by
July 2024

Strategy Dev.

We understood the need for a well-designed, CRO-optimized Shopify site to enhance user experience and boost conversions, aligning with key market trends.

Shopify migration
Market analysis report
CRO optimization

Creative Content

We started sourcing engaging ad content that highlighted Testowit's unique selling points, collaborating with our influencers to ensure authenticity.

Organic posting on Instagram
Influencer content calendar
Video and image assets

Campaign Launch

cbsocial analyzed the target audience and market trends to create and launch a tailored ad strategy for Italy, focusing on key demographics.

Live ad campaign
Performance analytics dashboard
A/B test results

Performance Analysis

Together with cbsocial, we monitored campaign metrics, allowing for adjustments that increased engagement and conversions, scaling revenue to six figures.

Performance reports
Optimization recommendations
Revenue growth analysis

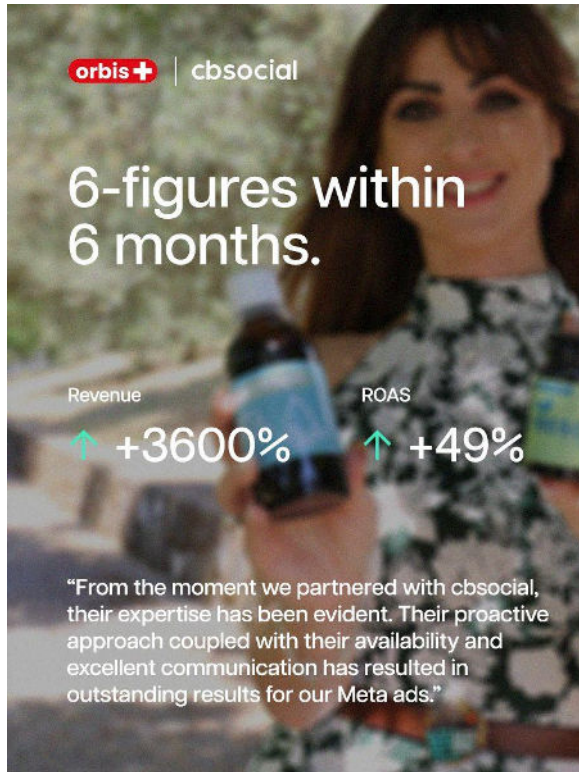
Launch of Co-branded Supplement



Overview of the Launch

- The co-branded supplement, named TESTOWIT, was launched in collaboration with an Italian influencer to tap into his established audience and credibility.
 - Objectives included increasing brand visibility, driving sales, and establishing ORBIS as a trusted name in the supplement market.
 - Initial reception was overwhelmingly positive, with significant engagement on social media and a boost in sales metrics within the first month of launch.
-

Meta Ads Collaboration with cbsocial

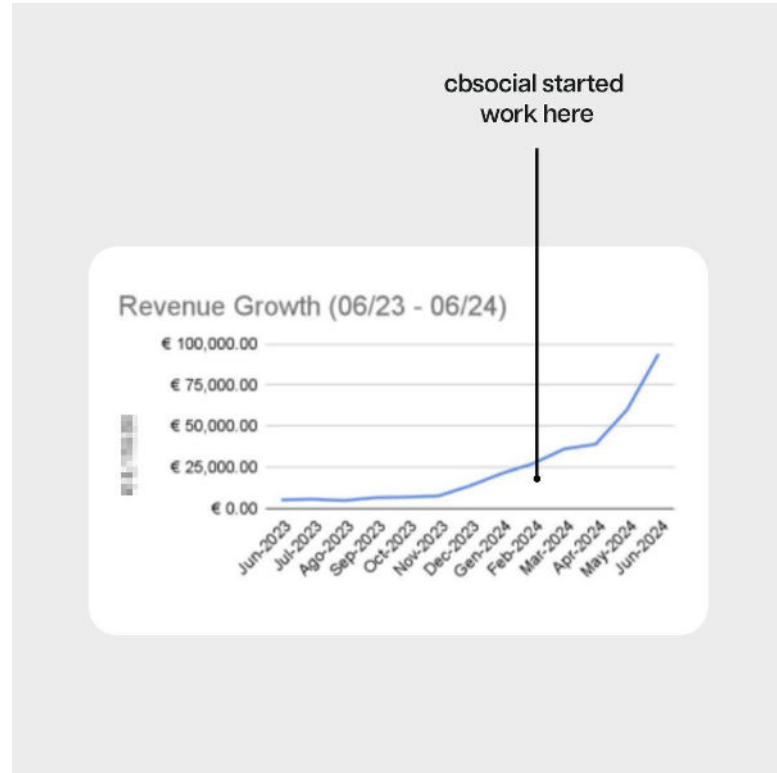


orbis+ | cbsocial

6-figures within 6 months.

Revenue ↑ +3600% ROAS ↑ +49%

"From the moment we partnered with cbsocial, their expertise has been evident. Their proactive approach coupled with their availability and excellent communication has resulted in outstanding results for our Meta ads."



Success with '1 Product, 1 Market, 1 Channel'

TESTOWIT as Our Product

TESTOWIT, our flagship supplement, was meticulously developed to meet the needs of health-conscious consumers in Italy, delivering on quality and efficacy.

Meta as Our Channel

We utilized Meta platforms to engage our target audience effectively, leveraging precise targeting options to maximize our advertising impact.

Italy as Our Market

Focusing exclusively on the Italian market allowed us to tailor our messaging and campaigns to resonate deeply with local preferences and cultural values.

Learnings and Future Directions



Key Learnings from Influencer Marketing Journey

- Consistency in messaging across channels builds trust and recognition.
- Niche targeting enhances engagement and conversion rates significantly.
- Collaborating with the right partners can lead to exponential growth.



Future Directions and Strategies

- Explore new markets with established strategies tailored to local preferences.
 - Invest in data analytics to refine targeting and improve ad performance.
 - Continuous analysis of campaign performance data is crucial for adapting strategies in real-time and ensuring sustained growth.
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Thank you.

