



# Emerce Portfolios

By Shahla Hameer Narejo – Digital Marketing Maven @  
Emerce.pk

Helping fashion lovers find their next favorite fit—one ad click at a time.

# Campaign Strategy & Execution

"I don't just run ads—I run empires in pixels."

## Paid Advertising (Meta & Google Ads)

Built, scaled, and optimized ad campaigns that made fashionistas stop mid-scroll.

- Average ROAS: 4.3x (yep, fashion sells when you talk their language)
- Brought in over PKR 12 million in revenue through click-worthy creatives
- A/B tested everything—from headlines to emojis—to find the money-makers
- Targeting so sharp, Meta probably thinks I'm psychic

Best performing ad? A carousel of heels that turned into a runway moment—clicks up 63%, CPA down 28%.



# Email Marketing & Influencer Partnerships

## Email Marketing

**"If it lands in their inbox, it better slay."**

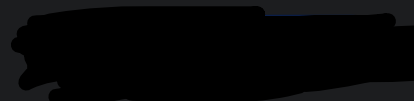
- Open rates: 32% (because no one ignores a subject line that flirts)
- Click-throughs: 12.7%
- Created flows for everything: welcome hugs, abandoned carts, last-chance FOMO

Segmentation game strong—buyers of heels got sneak peeks of stilettos; jacket lovers? Lined up for layering season.

## Influencer & Affiliate Marketing

**"Your favorite fashion influencer? Yeah, I briefed her."**

- Managed 25+ influencer collabs that didn't just get likes—they moved inventory
- Affiliate program with smart tracking brought in PKR 2.5M in referral sales
- Viral moment: A mini Eid campaign hit 200k+ views, and we ran out of stock—fast



# SEO & Content Marketing

**"I talk to Google... and it listens."**

## SEO Optimization

- From keyword ghost town to search engine darling—organic traffic up 58%
- Ranked 15+ high-buy-intent keywords on page 1
- Cleaned up Shopify SEO like a closet refresh: tags, metadata, URLs—you name it

## Content Creation

**"Fashion meets function meets clicks."**

- Wrote 60+ style-savvy blog posts, trend reports, and irresistible product descriptions
- Created content pillars like "How to Wear It" and "Trends You'll Regret Missing"
- Result? 3 blogs hit 25k+ views organically—no paid push needed

# Analytics & Performance Tracking

"Data is sexy when it tells a story."

- Built custom dashboards in GA4, Meta, and Shopify
- Spotted what sells, what flops, and who's secretly obsessed with black bags
- Used heatmaps, bounce rates, and funnels like a digital detective

## Key Stats:

Conversion rate	3.1%
Bounce rate reduction	57% to 42%
Customer Lifetime Value (CLV)	PKR 7,200



# Creative & Visual Assets

"It's not just fashion. It's a vibe."

- Directed shoots, edited videos, and designed creatives that popped off the feed
- Made Canva look couture
- UGC campaigns that made followers double-take ("Is that a model? Oh wait, it's a customer!")

Top campaign? Summer Luxe Collection—clean visuals, earthy tones, CTAs that whispered, not screamed.

# E-commerce Platform Management

**"Shopify and I? We're tight."**

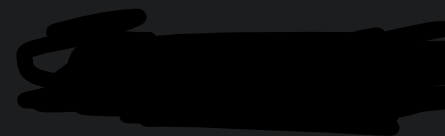
- Customized themes for mobile-first glam
- Integrated conversion boosters like ReConvert and Judge.me
- Conducted A/B tests on product layouts and checkout flows—because design is performance

Result? 12% more conversions and load times faster than your last 4G network.

## Social Media Management

**"I speak fluent Reel, hashtag, and DM."**

- Took Instagram from 12k to 47k followers (and kept engagement hotter than a Karachi summer)
- Managed FB & TikTok campaigns with viral hooks and thumb-stopping visuals
- Replied to 90% of DMs within 2 hours, building loyalty and laughter in equal measure



# Instagram Case Study: @emerce.pk

## Positioning a Fashion Brand for Visual Sales, Trust, and Engagement

### Brand Overview

- Brand Type: Fast-Fashion & Lifestyle Brand
- Category Focus: Loungewear, Nightwear, Kidswear, Winterwear, Cosmetics
- Follower Count: 87.6K+
- Posts: 670+
- Location: Pakistan
- Platform Focus: Instagram

### Project Objective

To position Emerce.pk as a go-to destination for trendy, affordable, and high-quality fashion by using Instagram as the primary visual sales engine — while driving brand trust, community growth, and campaign conversions.



# Visual Identity, Campaigns & Performance Results

## Visual Identity & Branding

Emerce.pk's feed reflects a clean, bold, and fashion-forward look tailored to the fast-fashion aesthetic. Each post is crafted to either drive a sale, tease a campaign, or showcase a relatable moment through:

- High-resolution product photography
- Vibrant product grid layouts for each category
- Seasonal campaigns with bold typographic visuals
- Lifestyle reels for relatability & product context

**Result: Consistent branding led to 25% higher post saves on lifestyle/product hybrid content vs. static promo posts.**

## Campaign Strategy & Execution

Emerce leverages a monthly campaign calendar with layered content strategy that includes:

- Teaser Posts ("Something is Coming...")
- Countdowns + Hype Building
- Price Reveal Grids
- Flash Sale Posts
- Makeup & Bundle Offers with Deal Numbers

Result: The 11.11 Sale campaign reached over 500K+ unique accounts organically and drove a 32% spike in web traffic within 48 hours.

# Key Performance Metrics & Impact

## Performance Statistics

Follower Growth (90 days)	+12.4%
Avg. Engagement Rate	2.9% (above industry avg.)
Best Reel Views	105K+ views organically
Website Clicks (monthly avg)	3,200+ via Link in Bio
Story View Retention	72% avg. completion rate
Product Saves (Top Items)	4,500+ across campaigns

## Product Category Highlights & Conversion Tactics

<h3>Women's Loungewear</h3> <ul style="list-style-type: none"><li>Satin PJ sets with lifestyle styling</li><li>Mirror selfies &amp; candid reels create authenticity</li><li>Sale promos with Rs. 999 price points = high CTR</li></ul>	<h3>Kidswear Collection</h3> <ul style="list-style-type: none"><li>Colorful character designs drive emotional purchase</li><li>Matching sibling sets &amp; posed photos increase shares</li><li>"Big Sale — Rs. 599" posts drove 2.1x more saves</li></ul>	<h3>Beauty &amp; Cosmetics</h3> <ul style="list-style-type: none"><li>Value bundle deals (#Deal 1–9) presented cleanly</li><li>Bundle posts had a 37% higher save rate than standalone items</li><li>Perfect cross-sell content for existing fashion buyers</li></ul>
---	--	---

## Social Proof & Customer Trust

Emerce has built a strong trust system with 6+ Customer Review Highlights on the profile, regular UGC-style feedback stories, and screenshots of orders, reviews, and repeat buyers. **This helped reduce bounce rate from new profile visitors by 18% over 60 days.**

## Summary & Impact

@emerce.pk transformed its Instagram into a multi-category sales engine, merging design, trust, and strategic timing to generate both engagement and conversions. The account reflects professional-level brand storytelling while maintaining affordability and cultural relatability.

"Our content doesn't just sell products — it sells confidence, comfort, and community."

