

LEVERAGING GO-TO-MARKET STRATEGY TO FORTIFY REVENUE PIPELINE

Growth Natives-LAMAV partnership catalyzes online sales for the beauty brand by 160% increase





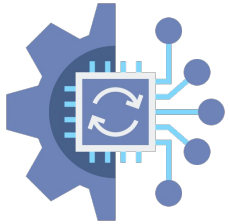
Growth Natives brings a mix of next-generation technology and creative passion to provide the best solutions to ecommerce brands looking to scale. We provide a proven blueprint to success with our dedicated team of experts, unlocking amazing performance at every stage of the customer funnel.



Growth Natives

is your brand's extended team of digital marketers, marketing specialists, and full stack developers. We help your brand grow with excellent digital experiences.

Our Technical Expertise



Marketing
Automation &
CRM



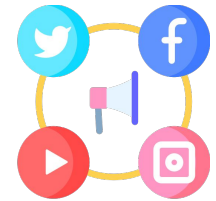
Mobile Apps &
Product
Development



Content and
Creative
Design



Analytics &
Conversion
Optimization



Digital
Marketing &
Engagement



L A M A V

160% Increase in Online Sales through
Go-To-Market Strategy

Date of campaign launch: February 1, 2021



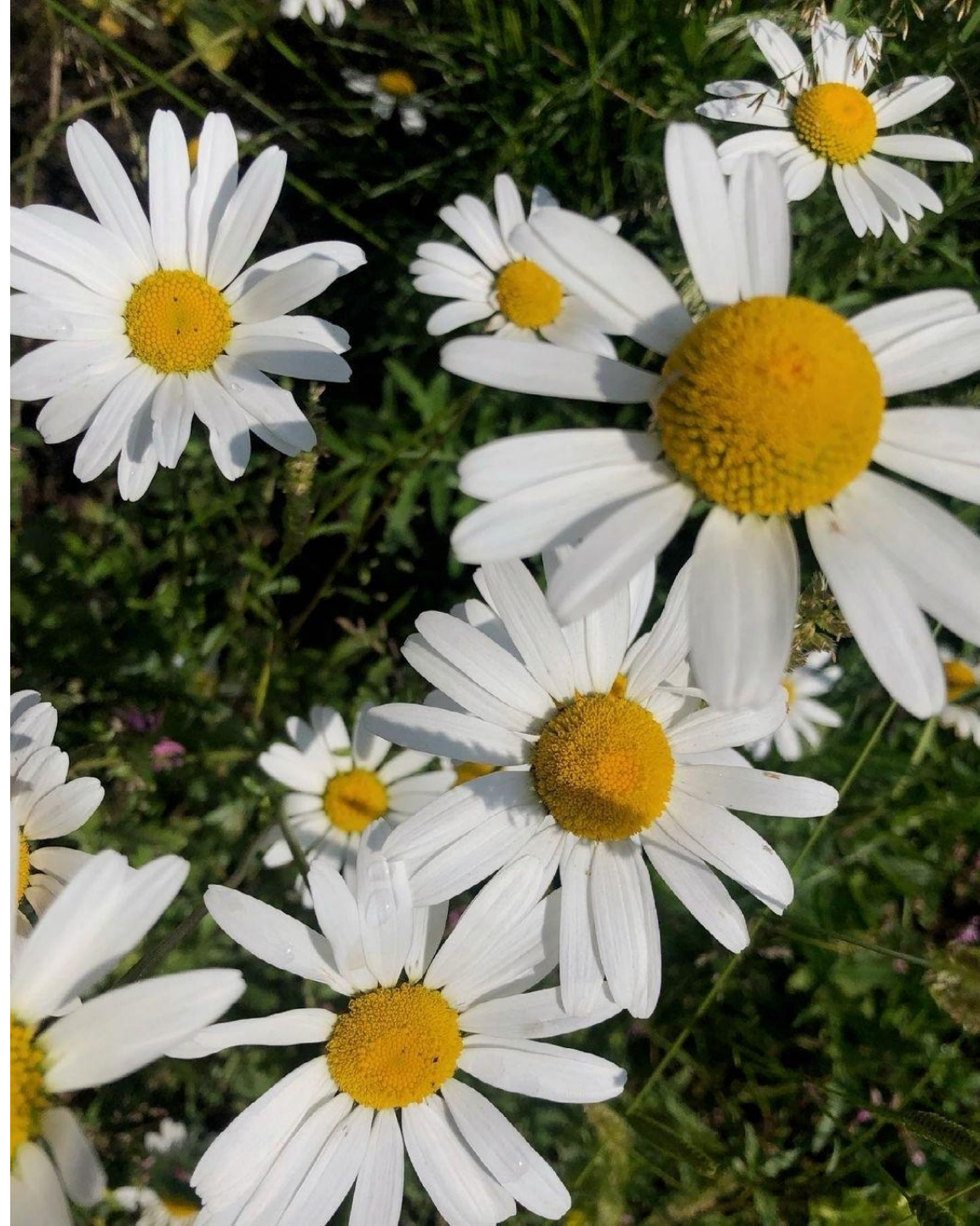


Inspired by Nature.
Elevated by Science.

LAMAV

**Australia's First Certified
Organic Skincare!**

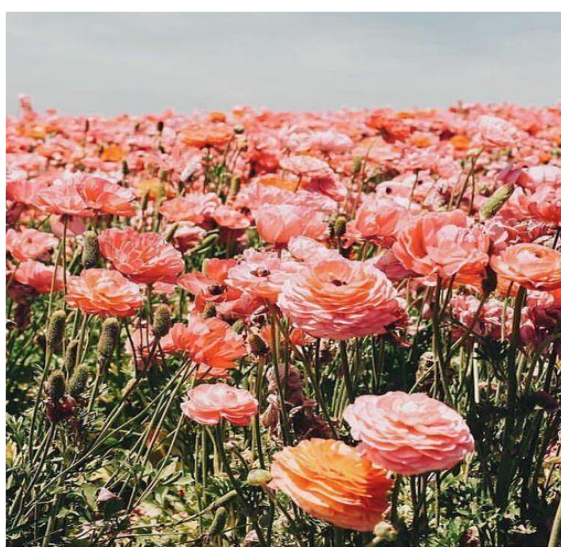
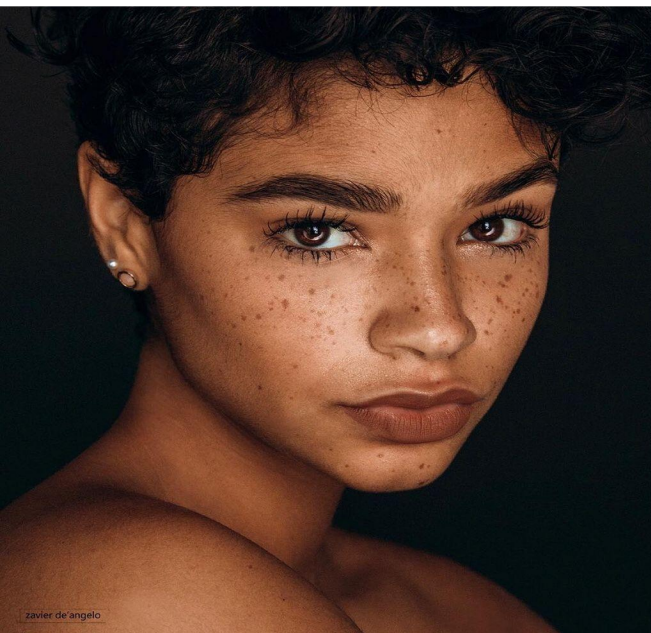
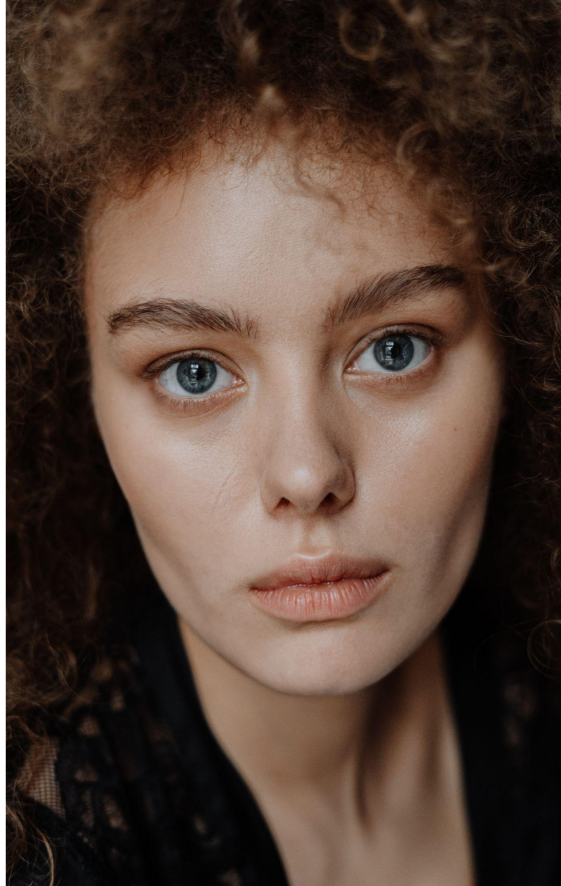
Born in 2008, LAMAV Organics is an all natural and **100% vegan** skincare brand from Australia. During the course of 14 years LAMAV has grown from an ambition to world's first Certified Organic skincare range infused with scientifically-proven bio-actives.



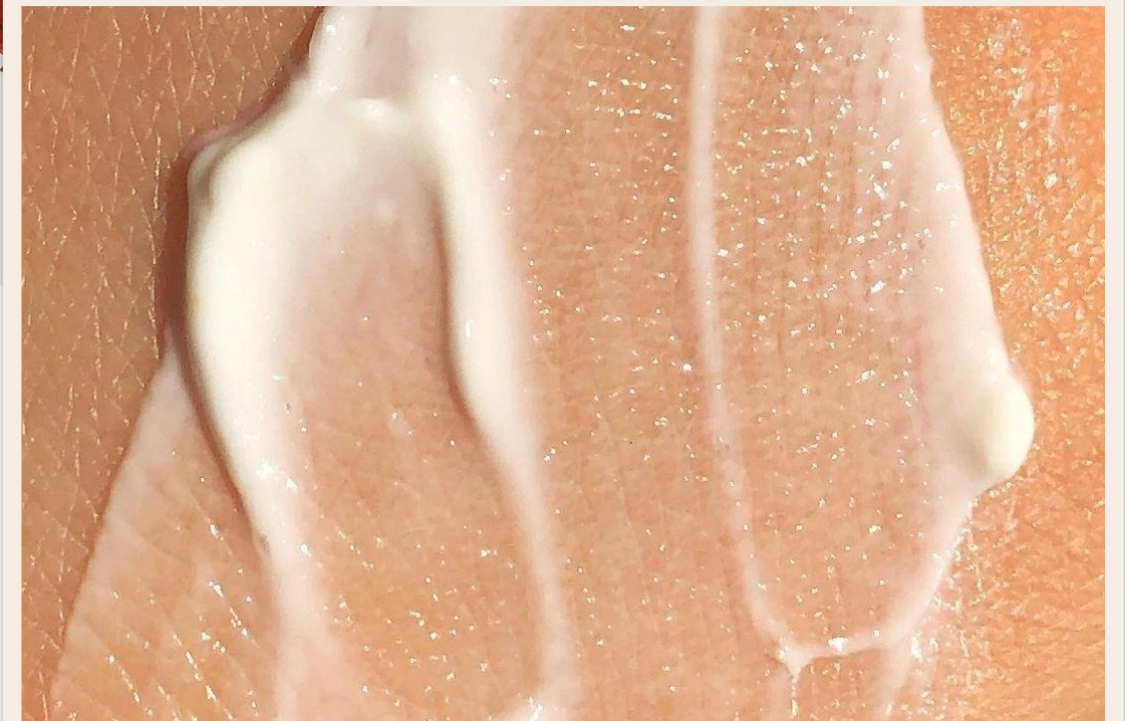


LAMAV started with a vision to empower women to make informed and holistic decisions when it comes to their ***skincare***, ***wellness***, and ***health***.

The skincare brand is dedicated to delivering the highest quality products that help you unmask your natural, inherent beauty.



LAMAV is forever influenced by nature's innate healing power, therefore when it comes to product development, this skincare brand turns to nature for inspiration. Every solution is thoughtfully combined with only the **highest-quality**, purest, and most **potent ingredients** to ensure optimal efficacy.





Target Audience

The prime focus is on females whereas men can use the products as well. LAMAV targets women in their ***mid 30's to late 50's*** looking for a skincare solution that is both innovative and effective.

From acne-prone to dry and
dehydrated skin, LAMAV
handcrafts skincare products for
every skin type and skin tone.



The Product

LAMAV offers a wide range of skincare, makeup, and wellness products for dry, aging, and acne-prone skin. All of the products are **100% vegan** and are elevated by incorporating Ayurvedic and Australian botanical ingredients.



Product Range





Problem Statement

The skincare brand was having trouble in breaking through the highly saturated skincare market and thus was looking to redesign its ***direct-to-consumer marketing strategy*** to attain a higher rate of growth.

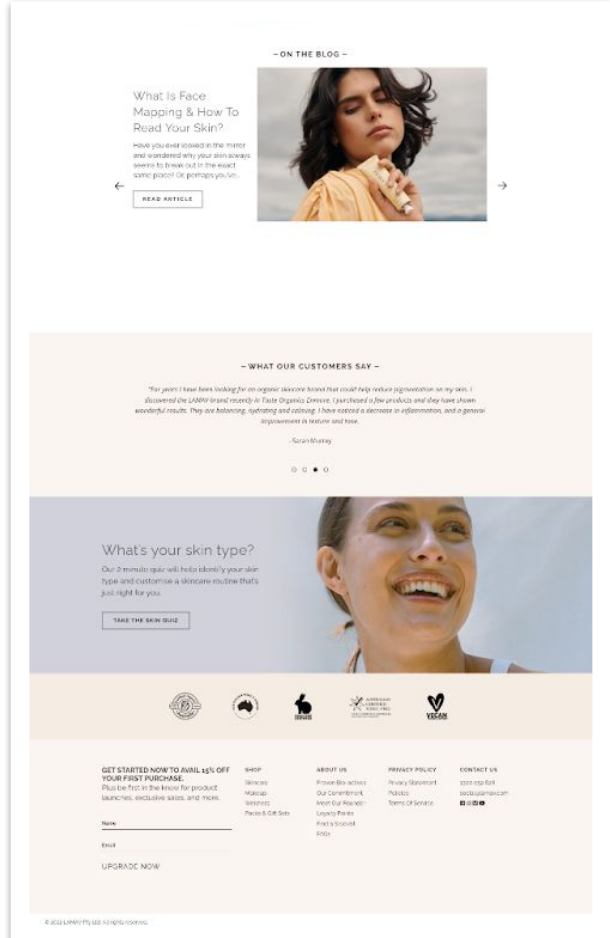
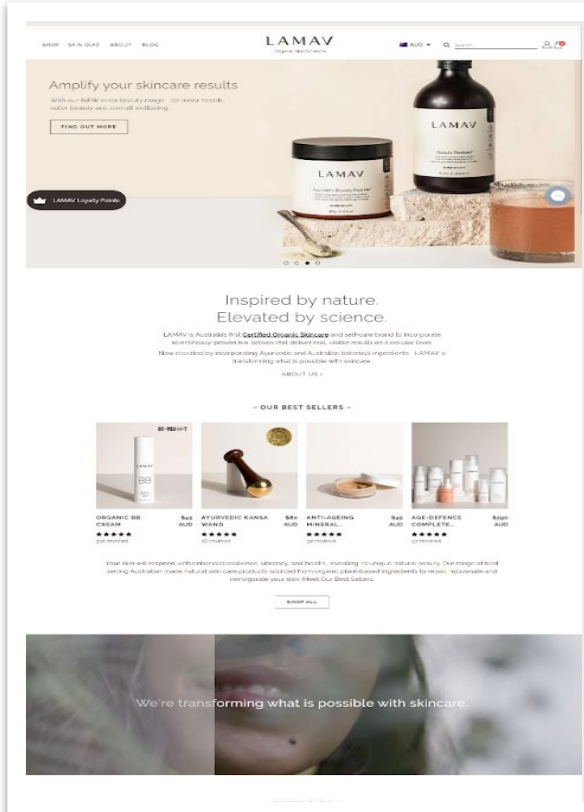
Solution

160% increase through Go-to-Market Strategy

The team at Growth Natives assisted LAMAV to build and execute an integrated omnichannel marketing and full-funnel strategy to increase sales and ROAS. The website saw an increase in traffic, while the revenue from organic socials increased by **75%** and **271%** in traffic and sales, respectively.



Improved **User Experience** of the Shopify Website



LAMAV

SKINCARE | MAKEUP | WELL BEING



Inner Beauty Range

Your Complete Inner & Outer Beauty Solution

Experience the beauty-boosting benefits of our inner beauty formulas, enjoy one of these delicious recipes—more than just a refreshment!



Green Goddess Smoothie Prep Time: 5 Minutes

INGREDIENTS

½ banana, frozen
½ avocado, skin & seed removed
Handful of spinach
1 tbsp cashew butter or other nut butter
½ lime, skin & seeds removed
1 cup coconut milk beverage
1 tsp Inner Beauty Powder
2 tsp flax meal

Pro tip : Add all ingredients to the blender and blend on high until smooth and lump free.

Combats Ageing

Potent antioxidants such as elderberry, grapeseed & pomegranate fruit extract prevent the visible signs of ageing of the skin and body.



Improves Gut Health

Our Probiotic Blend contains eight strains of probiotics cultured from bio-fermented papaya which work synergistically to support digestive wellbeing.

Promotes Clearer, Brighter Skin

Every ingredient has been selected for its anti-inflammatory benefits, improving digestive function to allow maximum absorption of nutrients to reach the skin.



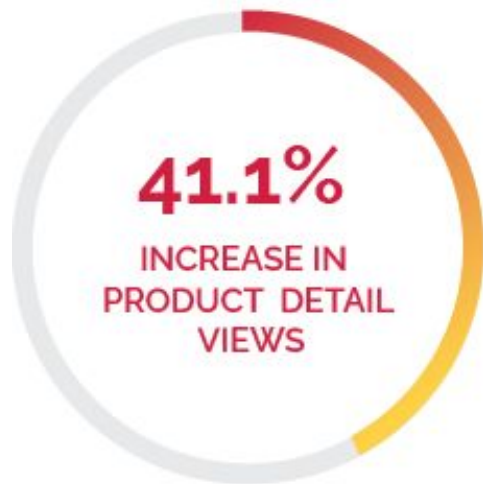
How to Use ?

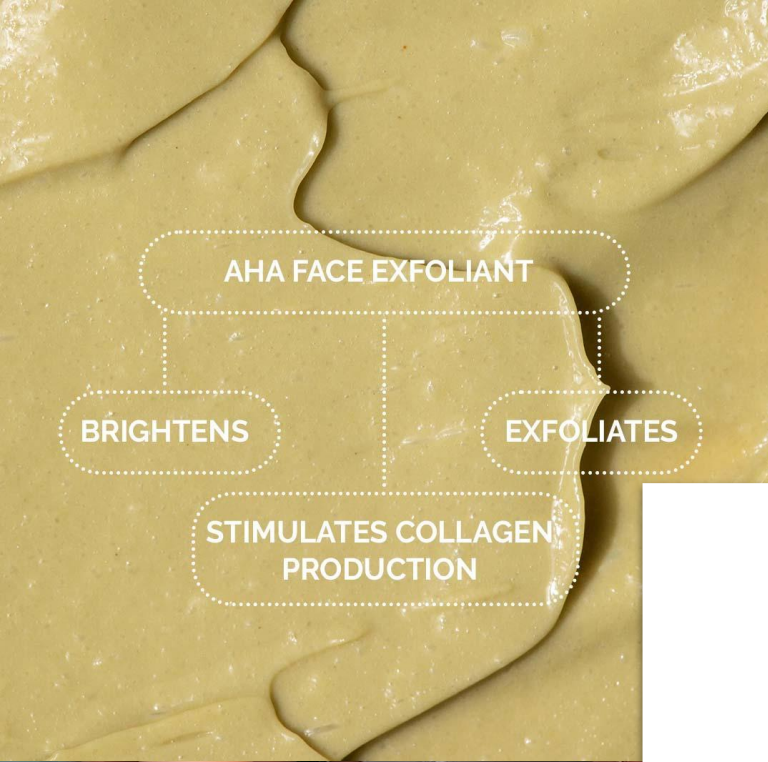
Mix 15mL with 200mL of chilled or room temperature water or add to your favorite smoothies and consume immediately.

SHOP THE NEW INNER BEAUTY RANGE NOW
& GET DOUBLE REWARD POINTS

Engaged Customers with **Email Marketing** Campaigns

Full-Funnel Analytics & Dashboards





Extended **Brand Awareness** Through Social Media

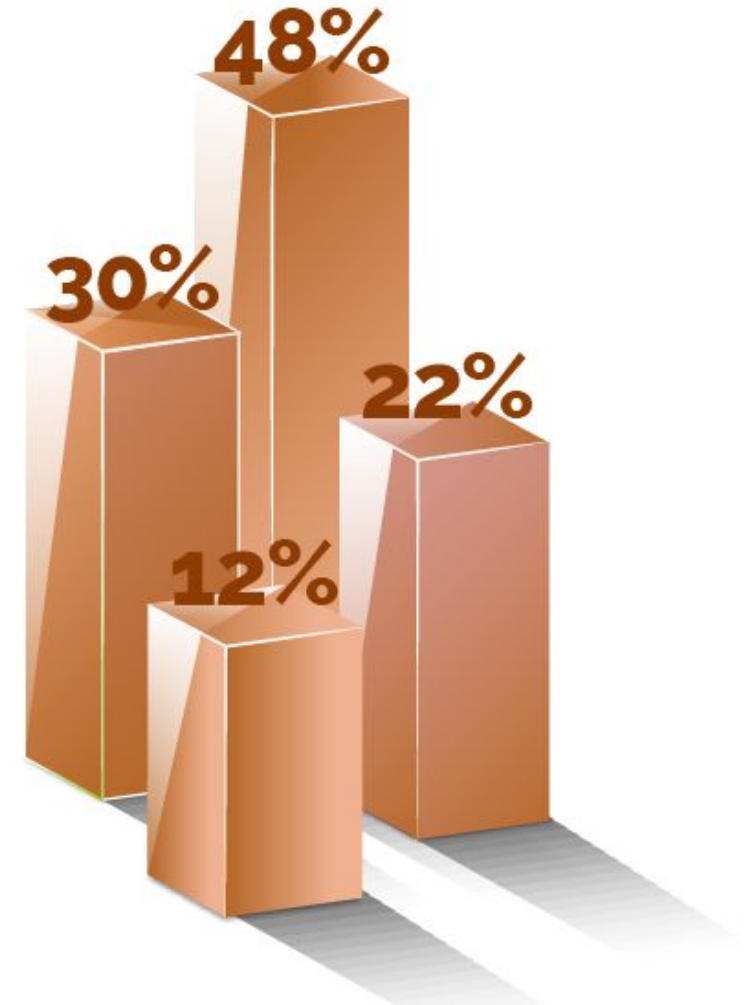


Drove Traffic Through Organic Search

271% Increase in Organic Traffic

48% Increase in New Users

62% Increase in Sessions



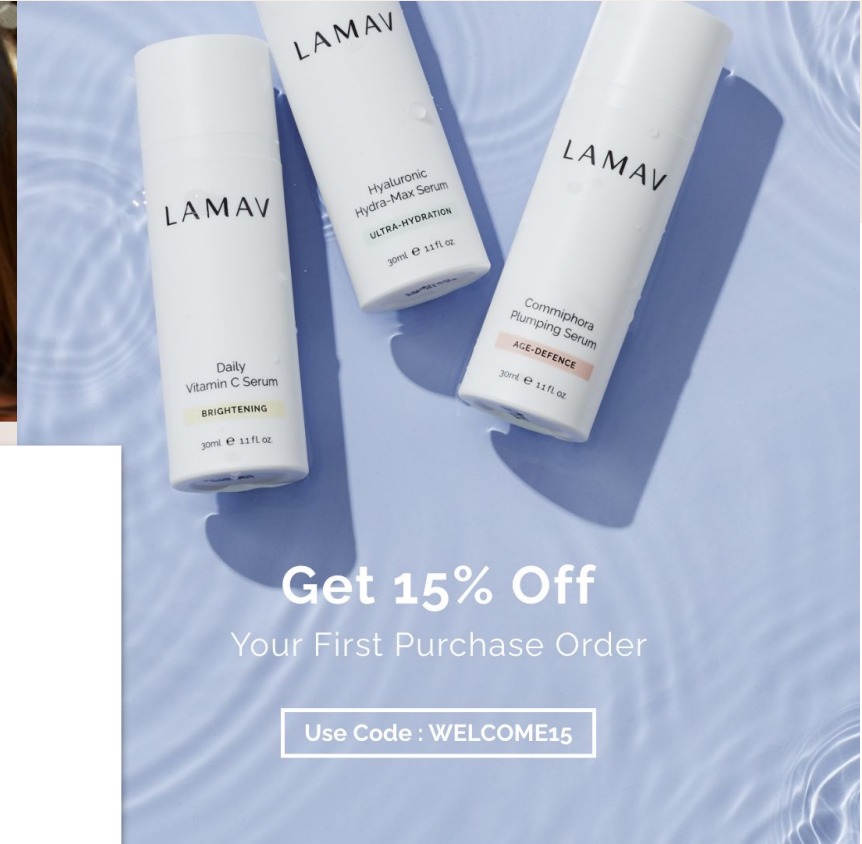
**Increase in New Users
month by month**

'Tis The Season

BOXING DAY SALE

Get **20% off** sitewide

Use Code- UNBOXNOW



Get 15% Off
Your First Purchase Order

Use Code : WELCOME15

Built Paid Advertising Campaigns

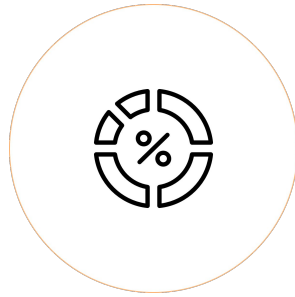


Results



9.5%

Decrease
in bounce
rate of the
store



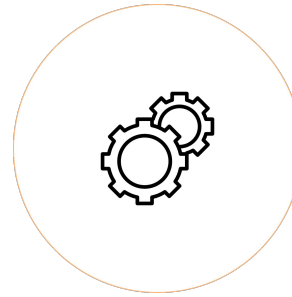
75%

Increase
in revenue from
organic social



56%

Decrease
in Customer
Acquisition
Cost



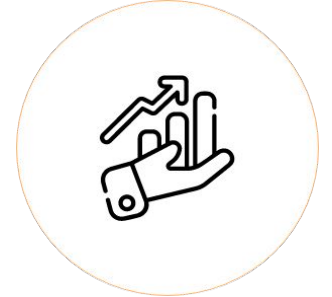
65%

Increase
in revenue
through
optimized
Google Ads



30%

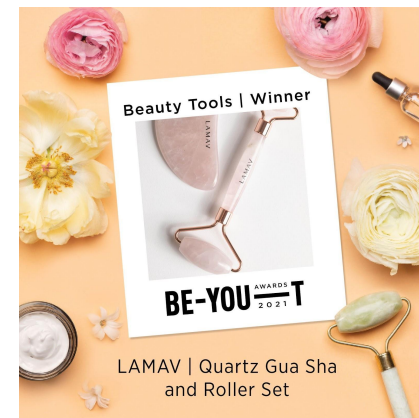
Improvement
in Return on Ad
Spend



24%

Increase
in sale
through
organic traffic

Awards & Recognition



LAMAV | Quartz Gua Sha and Roller Set



“ *We were looking for an experienced company that had expertise in all aspects of marketing and Growth Natives have surpassed all expectations, delivering tremendous results. They took the time to understand our business needs and tailored a package suitable for our eCommerce platform. Our revenue went up 52% within the first 30 days, our organic traffic and rankings improved significantly. The entire team is dedicated to achieving the best results for our business.* **”**

- Dr. Tarj Mavi

LAMAV's Founder