

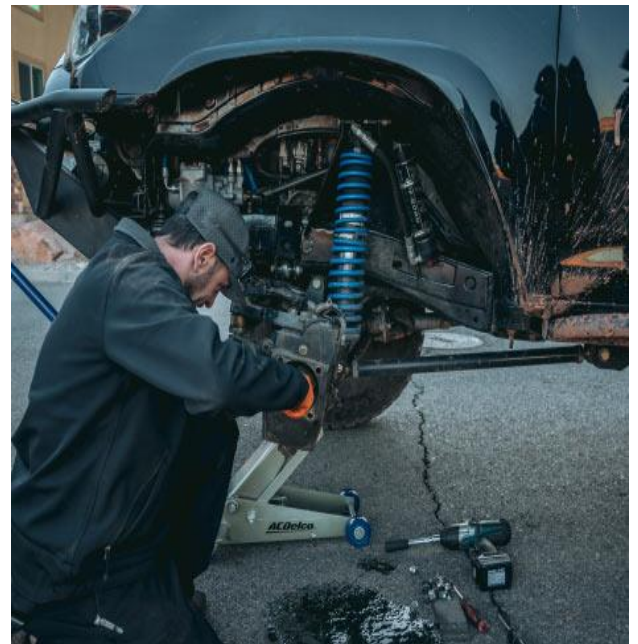
## Case study of RSG



### Project Details

#### RSG

[RSG Offroad](#), founded in the heart of the Colorado Rockies, has a deep connection to the adventurous spirit of Colorado's rugged landscapes. With extensive experience in off-roading, RSG Offroad is dedicated to empowering off-road enthusiasts by offering expert vehicle modifications, service, and personalized attention. The company aims to help individuals build the ultimate adventure vehicles for exploring the outdoors with confidence and style. However, despite a strong reputation in the industry, RSG Offroad was facing challenges in expanding its customer base and enhancing brand awareness, especially in a competitive market.



## Objective



RSG Offroad had built a solid name in the off-road community, but it struggled to fully leverage the power of digital marketing. The company had limited visibility online, which prevented them from reaching a wider audience. The absence of a structured digital marketing approach meant they were missing opportunities to enhance brand awareness, connect with potential customers, and grow their revenue. Without a solid digital strategy, the company could not maximize its presence in the market and needed a comprehensive marketing overhaul to keep up with industry competitors.

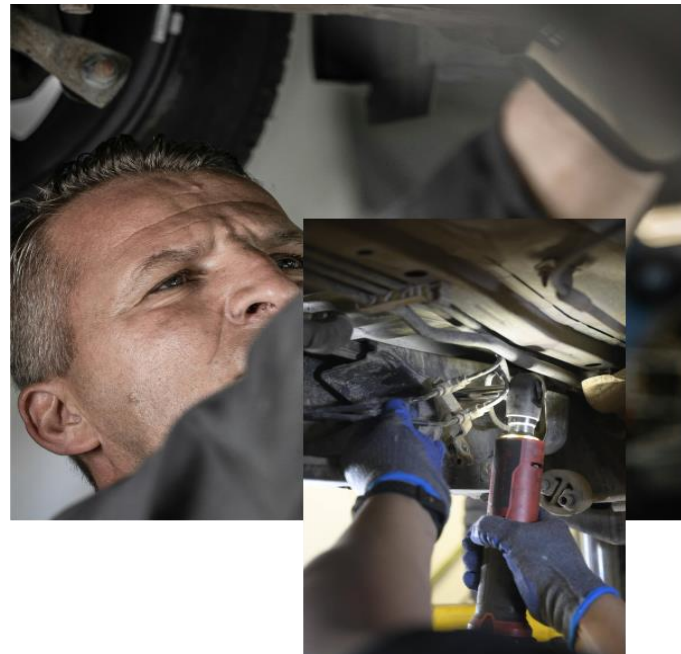
## The Challenges

247 Digital Marketing was approached to help RSG Offroad scale its business through a focused digital marketing strategy. The first step involved transforming the company's social ad campaigns to enhance their performance. This included creating dynamic carousel ads and conversion campaigns to drive immediate engagement from bottom-of-the-funnel audiences, ensuring a positive return on ad spend (ROAS).

As the project progressed, we expanded our strategy to include a multi-channel approach. This involved implementing a comprehensive [SEO](#) plan, refining [Google Ads](#) campaigns, and leveraging [Conversion Rate Optimization \(CRO\)](#) alongside [social media ads](#).

The SEO aspect was particularly challenging, as it required conducting in-depth keyword research, fixing technical issues on the Shopify store, optimizing on-page elements, and building off-page authority to improve search engine rankings.

For Google Ads, we made merchant feed optimizations for Google Shopping, segmented high-performing products, and revamped existing dynamic search ads into more targeted, segmented search campaigns. This helped increase visibility and drive more qualified traffic to their site.



## Key Statistics

76%	65%	112%	44%
Increase in Ecommerce Revenue	Increase in Ecommerce Conversion Rate	Increase in Google Ads Revenue	Increase in Social Ads Revenue

## Conclusion

By implementing a strategic multi-channel digital marketing approach, 247 Digital Marketing helped RSG Offroad achieve significant growth in their ecommerce revenue and overall brand awareness. Through targeted social ads, optimized Google Ads, and a robust SEO strategy, RSG Offroad saw measurable improvements across all digital channels. This case study demonstrates how a comprehensive digital marketing strategy can drive results and help a business in the competitive off-road industry scale new heights.

