



EV JaN

+70% Website Traffic

The Challenge

EV JaN, a natural skincare brand in Malaysia, faced the following challenges:

- 1. Limited Online Presence:** The brand lacked a dedicated website to showcase its Natural Geranium Face Cleanser and other products, limiting its ability to attract and inform potential customers.
- 2. Customer Engagement:** Without an online platform, engaging with customers, answering inquiries, and building brand trust were challenging.
- 3. Competitive Market:** Operating in a crowded skincare market made it difficult to differentiate EV JaN and position it as a credible, go-to choice for natural skincare.

The Solutions

1. Website Development:

- Built a user-friendly website highlighting EV JaN's products, including detailed pages on ingredients, benefits, and usage tips for the Natural Geranium Face Cleanser.
- Incorporated customer testimonials to showcase real-life success stories and build trust.

2. E-commerce Integration:

- Implemented an online store with secure payment gateways and efficient order processing for a seamless customer experience.
- Added promotional features like discount codes and bundle deals to encourage purchases.

3. Educational Content Strategy:

- Created blog articles about the benefits of natural skincare, essential oils, and tips for maintaining healthy skin, establishing the brand as an authority in natural beauty.

4. Search Engine Optimization (SEO):

- Optimized website content with targeted keywords such as "natural face cleanser Malaysia" and "essential oil skincare" to improve search rankings.
- Enhanced local SEO visibility to attract customers searching for natural skincare solutions in Malaysia.

The Results



in the First 3 Months