

Driving Online Sales & Store Footfall Through Performance-Led Visual Commerce

Client: Logo Shoes Pakistan

Sub-Brand: Logo Opia

Industry: Footwear / Fashion Retail

Platforms: Website, Instagram, Facebook, Google

Services Provided:

Product Web Shoot · Content Creation · Trend-Driven Video Production · Meta & Google Ads · Performance Marketing

Overview

Logo Shoes Pakistan aimed to strengthen its digital commerce presence while supporting in-store sales through impactful visuals and performance-driven campaigns. The focus was to **present products better online, drive higher purchase intent, and convert digital visibility into real sales and store visits.**

Digital Blaze 360 partnered with Logo Shoes to **upgrade product presentation, create trend-relevant content, and execute media campaigns across Meta and Google.**

The Challenge

While Logo Shoes had strong retail presence, its digital ecosystem needed enhancement:

- Product presentation on the website lacked visual impact
- Content needed to reflect modern, trend-driven footwear appeal
- Online sales required a push through performance marketing
- Digital campaigns needed to support **both ecommerce and physical store footfall**

The challenge was to **bridge fashion, performance, and conversion** in one cohesive strategy.

Our Strategy

Digital Blaze 360 approached Logo Shoes with a **visual-first commerce mindset** backed by performance media.

Strategic Focus:

- Improve product presentation to boost online conversion
 - Create trend-aligned video and visual content
 - Use Meta & Google Ads to drive sales and footfall
 - Strengthen Logo Opia's positioning as a stylish, contemporary footwear line
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Execution

Product Web Shoot

- High-quality product photography optimized for ecommerce
 - Clear, detailed visuals that enhanced product appeal and trust
 - Better on-site presentation leading to stronger buying confidence
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Content Creation & Trend-Driven Videos

- Created **trendy, short-form videos** aligned with current social formats
 - Lifestyle-focused visuals to showcase footwear in real-world styling
 - Content designed for both organic engagement and paid amplification
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Media Campaigns (Meta & Google)

- Performance-driven campaigns focused on:
 - Online sales growth
 - Brand visibility
 - Store footfall support
 - Strategic targeting to capture high-intent audiences
 - Continuous optimization for better conversion efficiency
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Results & Business Impact

The integrated approach delivered strong commercial outcomes:

- **Improved online sales** through enhanced product presentation
- Better visual storytelling increased **purchase intent**
- Trend-based videos drove **higher engagement and reach**
- Meta & Google campaigns contributed to **increased store footfall**
- Logo Pakistan & Opia gained a stronger, more contemporary digital identity

Digital activity evolved from simple promotion to a **revenue-supporting sales channel**.

Client Outcome

Digital Blaze 360 helped Logo Shoes Pakistan modernize its digital commerce presence by combining **strong visuals, trend-relevant content, and performance marketing**, resulting in measurable improvements in both online sales and in-store engagement.

Supporting Meta Insights

Content overview

Breakdown: Organic/ads

All Reels Live Posts Stories

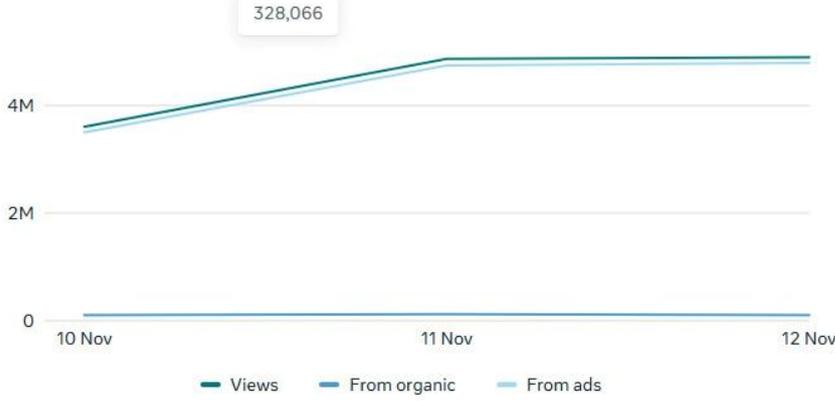
Views 13.4M ↑ 293.8%

3-second views 328.1K ↑ 63.7%

1-minute views 0 ↓ 100%

Content interactions 12.7K ↑ 154.4%

Watch time 66d 20h ↑



Views breakdown

10 Nov 2025 - 12 Nov 2025

Total 13,370,089 ↑ 293.8%

From organic 334,000 ↑ 55.2%

From ads 13,036,089 ↑ 310%

Viewers 5,996,129 ↑ 189.5%

Top content by views

Boost content

See all content