

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 instore 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.**

Dijoen partnered with Logo Shoes to **upgrade product presentation, create trendrelevant 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

Dijoen 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

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
-

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
-

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
-

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

Di 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

