

Digital Marketing Campaign for Mould Magic Extreme

A campaign for Mould Remover Product for UK Homes

by Tarh Johnson Tarh



Campaign Overview

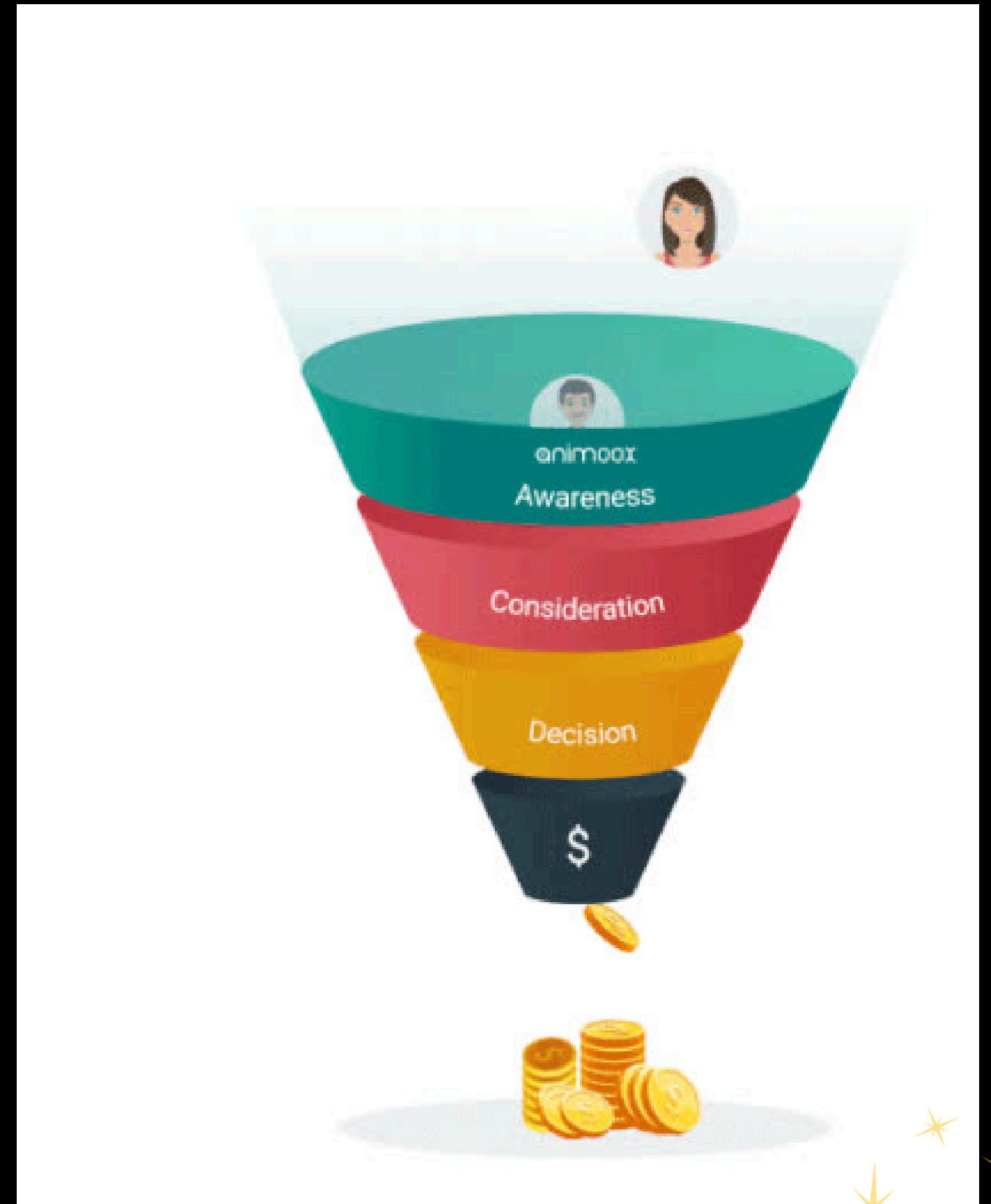
BACKGROUND AND OBJECTIVES:

The campaign was focused on promoting Mould Magic Extreme, a high-performance mould removal product for UK homes, through a strategic digital marketing approach for an eCommerce store. The goal was to increase brand awareness, drive customer engagement, and boost online sales.

TARGET AUDIENCE:

Primary Audience: Homeowners, renters, and property managers struggling with mould issues.

Secondary Audience: Online shoppers looking for cleaning solutions



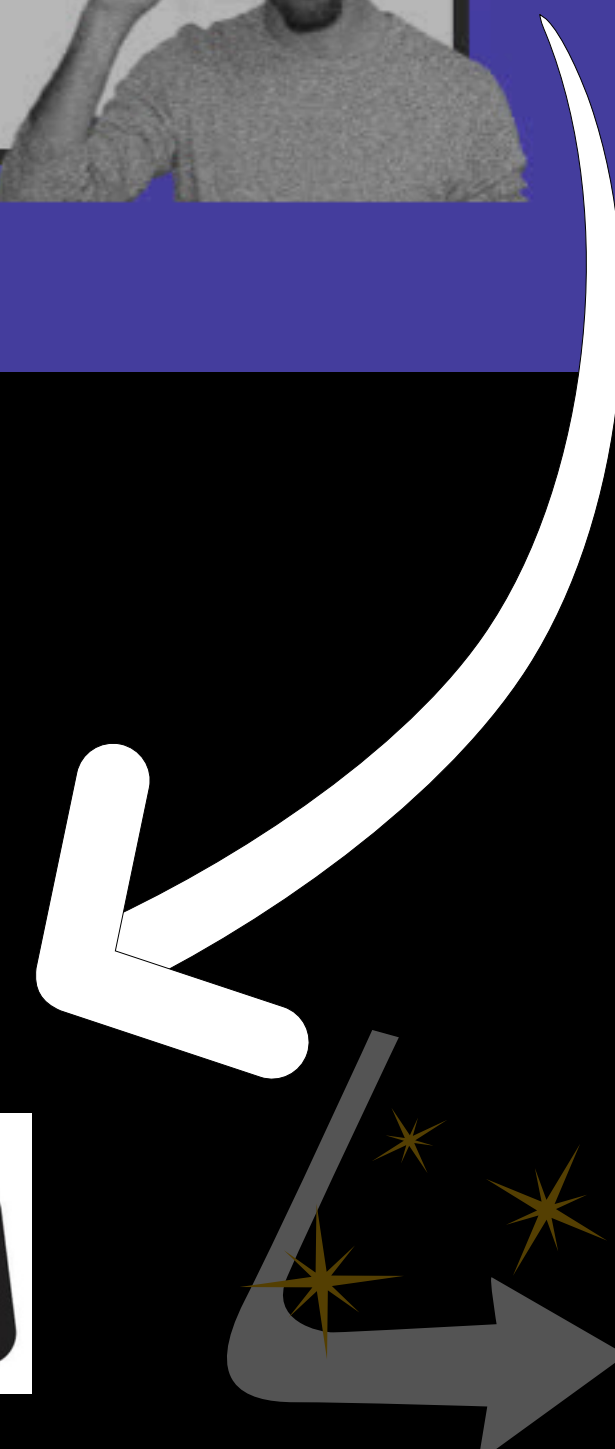
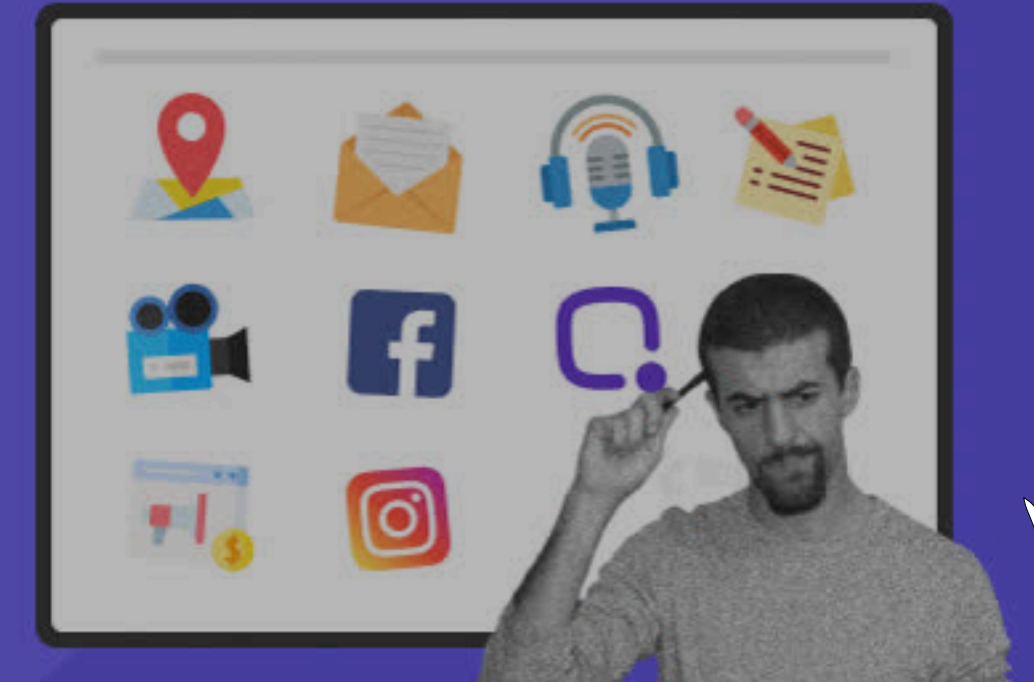
Strategy & Execution

The main strategy focus was on leveraging SEO and content optimization, as there was no budget available for paid advertising. In addition, we utilized social media platforms, particularly TikTok, to enhance our outreach and boost sales.

- To implement the SEO strategy, we created an optimized product page and developed blog content for "Mould Magic Extreme." This was aimed at improving organic visibility and attracting more traffic to our site.



- We also leveraged TikTok Shop as a social media platform to reach a wider audience and increase sales.

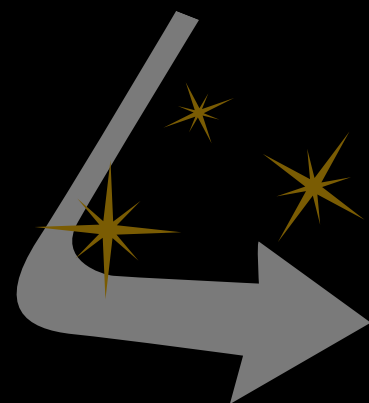


Role & Contributions

PLANNING - EXECUTION - OPTIMIZATION

SEO IMPLEMENTED TACTICS:

- Conducted high-intent keyword research using seo software tools like SEMrush, AHref etc, to get the most engaging target search terms like mould magic extreme, mould magic, best mould remover, best product to remove black mould, mould remover gel, Where to buy mould remover gel in the uk, buy mould magic extreme gel etc....
- Optimized product pages with clear descriptions, customer reviews, and FAQs. (See Link)
- Created a blog post with engaging, value-driven content and video tutorials, with the title “Make this Time the Last Time you Have to Clean that Mould,” with internal links to the product page, (unfortunately this page was deleted by Shopify). However, the next slide shows an example of what the content was like.



Home » Cleaning » Mould Magic Extreme – Best Mould Easy Remover Gel in the UK

★ BEST SELLER ★

Cleaning Bathroom Cleaning Tools & Supplies

Mould Magic Extreme – Best Mould Easy Remover Gel in the UK

MAKE **THIS** TIME THE **LAST** TIME YOU HAVE TO CLEAN THAT MOULD!



2
PACK

Good Housekeeping
Institute
APPROVED 2025

RUNNER UP
2024

ORIGINAL
OF
EXCELLENT
2023
dermatest

REMOVES **ALL** TYPES OF MOULD **FOREVER** • CLINGING GEL FORMULA STAYS IN PLACE • FAST, EASY & **PERMANENT** FIX

Latest Posts



Smart Space 66L – The Best smart space storage boxes 66l metal frame
Storage & Organization



AutoMag 360° – Electric Suction Vacuum Magnetic Phone Holder for for Car, Gym, Shower & More
Electornics



Nanna's Secret – Natural Cleaning Clay For All Hard Surfaces
Cleaning Tools & Supplies

No products for this criteria.

1. Honest Review for Mould Magic Extreme
2. Mould in your home is ugly and can lead to health problems for you & your family.



In-Depth Review

Honest Review for Mould Magic Extreme

Mould in your home is ugly and can lead to health problems for you & your family.

Mould Magic Extreme is the ultimate solution for tackling stubborn mould in your home. Mould in your home is not only unsightly but also a serious health risk. While many products only target surface mould, The Original Mould Magic sets itself apart by penetrating deep into surfaces to eliminate all types of mould at the source, ensuring it doesn't return. Premier Rated Reviews tested the product and confirmed its effectiveness, recommending it as their top choice for long-lasting results. The Original Mould Magic guarantees a mould-free home with its unique, deep-acting formula.

TOP CHOICE

**Mould Magic Extreme**Order today and **SAVE 1/3**

3. UK Government Emphasizes the Importance of Addressing Damp and Mould Health Risks in Homes

4. Our Best Picks for Tackling Mould

5. Check out Before and After – The Ultimate Mould Remover

6. Make this the FINAL time you CLEAN MOULD!

7. Step-by-Step Guide – Detail how you applied the product

8. Ugly Mould, Hidden Health Risks: Protect Your Family Today!

9. Mould Magic Reviews – Mould Magic Extreme Reviews

10. Discover videos related to Mould Magic Uk on TikTok

10.1. Gel Formula Sticks to Surfaces

10.2. Removes Every Type of Mould

10.3. Guaranteed No Mould Regrowth

10.4. Quick and Lasting Solution

10.5. Safe for Use on Any Surface

10.6. Includes Two Large Tubes

Check out Before and After – The Ultimate Mould Remover

The images below clearly demonstrate that mould magic extreme remover is effective on showers, fridge seals, walls, grout, silicone, washing machines, kitchens, windows, painted surfaces, curtains, chrome, garden furniture, and fabric.



Wiping out mould has never been easier...

Make this the FINAL time you CLEAN MOULD!

1. Honest Review for Mould Magic Extreme
2. Mould in your home is ugly and can lead to health problems for you & your family.
3. UK Government Emphasizes the Importance of Addressing Damp and Mould Health Risks in Homes
4. **Our Best Picks for Tackling Mould**
5. Check out Before and After – The Ultimate Mould Remover
6. Make this the FINAL time you CLEAN MOULD!
7. Step-by-Step Guide – Detail how you applied the product
8. Ugly Mould, Hidden Health Risks: Protect Your Family Today!
9. Mould Magic Reviews – Mould Magic Extreme Reviews
10. Discover videos related to Mould Magic UK on TikTok



Step-by-Step Guide – Detail how you applied the product

A single use of Mould Magic removes all mold and helps protect your family's health.

The powerful Mould Magic Extreme is a non-toxic gel formula clings to surfaces and conquers mould with ease. Offering a quick and simple solution, it grips tightly to ensure a lasting fix that destroys all types of mould. Say goodbye to worrying about mould returning, as our formula guarantees it won't come back—ever! Safe for every surface, each pack includes two large tubes, making it a fast and permanent solution for your home..



4. Our Best Picks for Tackling Mould
5. Check out Before and After – The Ultimate Mould Remover
6. **Make this the FINAL time you CLEAN MOULD!**
7. Step-by-Step Guide – Detail how you applied the product
8. Ugly Mould, Hidden Health Risks: Protect Your Family Today!
9. Mould Magic Reviews – Mould Magic Extreme Reviews
10. Discover videos related to Mould Magic Uk on TikTok
 - 10.1. Gel Formula Sticks to Surfaces
 - 10.2. Removes Every Type of Mould
 - 10.3. Guaranteed No Mould Regrowth
 - 10.4. Quick and Lasting Solution
 - 10.5. Safe for Use on Any Surface
 - 10.6. Includes Two Large Tubes

SOCIAL MEDIA (TikTok Shop) IMPLEMENTED TACTICS:

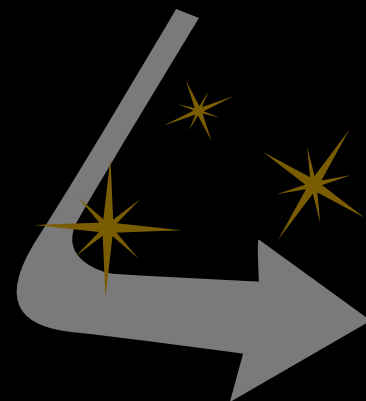
For social media, we leveraged the TikTok Shop. To make sales on TikTok Shop, you can either create videos showcasing your product and share them on your account, hoping the algorithm favors you so the video reaches more people and generates sales (we tried this, but it didn't work). Alternatively, you can run TikTok ads to reach a wider audience and drive sales. This is what other shops were doing, and it was working for them.

However, my client didn't have the budget for ads and also had no followers on TikTok. After conducting some research, I decided to leverage the TikTok Shop affiliate program. I discovered that while other TikTok shops were offering creators only a 10% commission for promoting the product, I needed to stand out differently in my marketing approach in order to competitive.

Here's what I did..

- Offered a 12% commission to open creators, meaning anyone could promote the product.
- Targeted specific creators with a good amount of followers in the cleaning products category, offering them a 15% commission along with free samples to beat the competition and encourage more creators to share our product link.

This tactic drove significant sales to the TikTok Shop, as seen on the results page.



RESULT OF THE CAMPAIGN



Men lie, women lie...

NUMBERS DON'T LIE!!



SEE FOR YOURSELF...

Result for the SEO Strategy Implemented

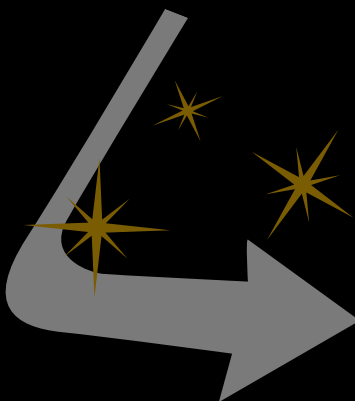


KEY PERFORMANCE INDICATORS (KPI'S) FOR GOOGLE SEARCH CONSOLE AND SHOPIFY ANALYTICS.

Website Traffic: Organic traffic for the 'Mould Magic' search term increased over the months, driven by SEO.

Based on Google Search Console metrics for the target search term 'Mould Magic,' we recorded 957 clicks and 111,000 impressions, with an average CTR of 0.9%. Our average position on Google's first page was 7.6, with some search queries ranking in 5th and 6th positions (as seen in the image). The top-performing pages were the product page and the blog page, ranking 7th and 10th, respectively, on Google (see image below).

On Shopify analytics, we can see that the shop performed well for this product within a short period. Total organic sales during this time reached £858, achieved within just two months of implementing an intensive SEO strategy. Mould Magic was the best-performing product in the shop, as seen in the image.



https://www.trendyrush...

Performance

24 hours 7 days 28 days 3 months ✓ 16 months

Search type: Web

Query: +mould magic

+ Add filter

Reset filters

Last update: 3 h

Overview

Performance

URL inspection

Indexing

Pages

Videos

Sitemaps

Removals

Experience

Core Web Vitals

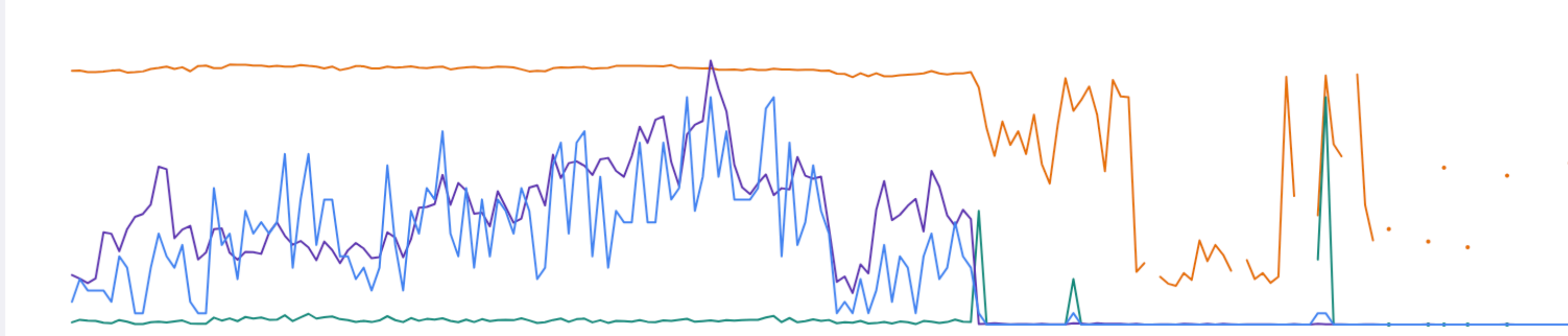
HTTPS

Shopping

Product snippets

✓ Total clicks 957	✓ Total impressions 111K	✓ Average CTR 0.9%	✓ Average position 7.6
-----------------------	-----------------------------	-----------------------	---------------------------

Chart totals and table results might be partial when filters are applied. [Learn more](#)



🌐

https://www.trendyrush...

▼

- 🏠 Overview
- 📈 Performance
- 🔍 URL inspection
- ▼ Indexing
- 📄 Pages
- 📺 Videos
- 🗺️ Sitemaps
- 🗑️ Removals
- ▼ Experience
- 📈 Core Web Vitals
- 🔒 HTTPS
- ▼ Shopping
- 💎 Product snippets
- 💎 Merchant listings
- 🏷️ Shopping tab listings
- ▼ Enhancements

Performance

⬇️ EXPORT

24 hours7 days28 days3 months✓ 16 months

Search type: Web▼Query: +mould magic X+ Add filterReset filters

Last update: 3 hours ago

QUERIES		PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE		DATES
							≡
Top queries					⬇️ Clicks	Impressions	CTRPosition
mould magic extreme					525	40,098	1.3%6.3
mould magic					279	53,872	0.5%8.2
mould magic extreme where to buy					20	1,326	1.5%6.5
mould magic gel					16	1,557	1%7.3
mould magic extreme uk					15	951	1.6%7.0
mould magic extreme gel					15	841	1.8%6.7
buy mould magic extreme					11	54	20.4%8.1
mould magic where to buy					10	3,003	0.3%8.3
the original mould magic extreme					9	549	1.6%6.6
mould magic uk					7	1,600	0.4%7.8

Google Search Console

https://www.trendyrush...

Overview

Performance

URL inspection

Indexing

Pages

Videos

Sitemaps

Removals

Experience

Core Web Vitals

HTTPS

Shopping

Product snippets

Merchant listings

Shopping tab listings

Enhancements

Inspect any URL in "https://www.trendyrushemporium.co.uk/"

?

⚙️

14

☰

T

Performance

EXPORT

24 hours

7 days

28 days

3 months

✓ 16 months

Search type: Web

Query: +mould magic

+ Add filter

Reset filters

Last update: 3 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES		
Top pages				↓ Clicks	Impressions	CTR	Position
https://www.trendyrushemporium.co.uk/products/mould-magic-extreme-gel-two-pack-mould-easy-remover-cleaning-cloth-kitchen-household				883	96,636	0.9%	7.3
https://www.trendyrushemporium.co.uk/products/mould-magic-extreme-two-pack-mould-easy-remover-gel				74	14,758	0.5%	10.2

Rows per page: 10 1-2 of 2


- Home
- Orders39
- Products
- Customers
- Content
- Finance
- Analytics
- Reports
- Live View
- Marketing
- Discounts
- Sales channels
- Online Store
- Point of Sale
- Shop
- Apps

Overview

Last 12 months Compare to: Mar 1, 2023–Feb 28, 2024


Gross sales

£1,593.74 —




Returning customer rate

0% —



Orders fulfilled

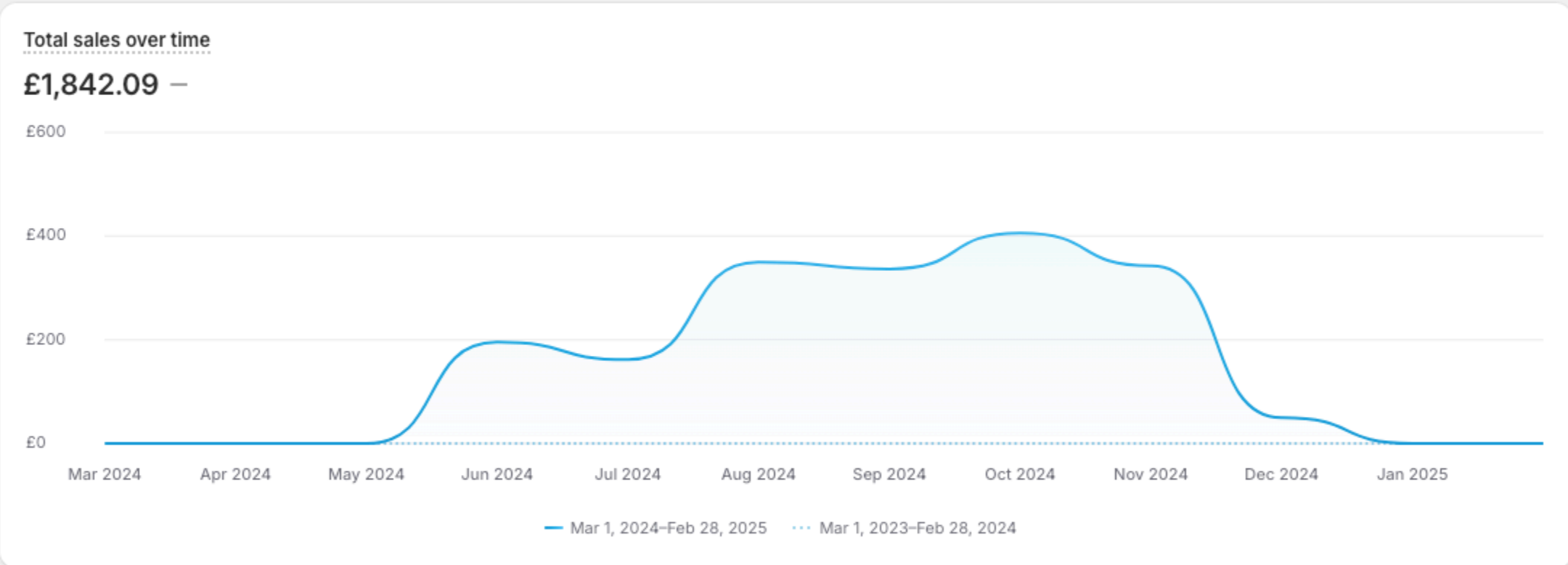
33 —



Orders

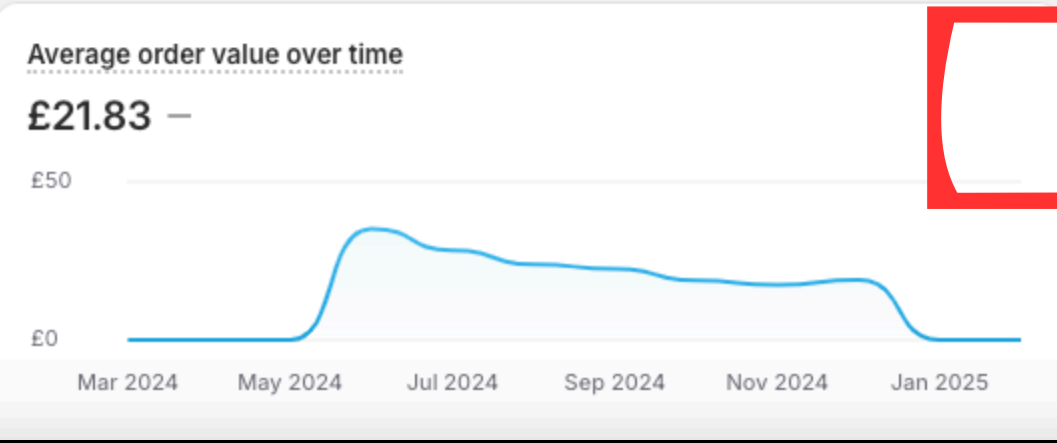
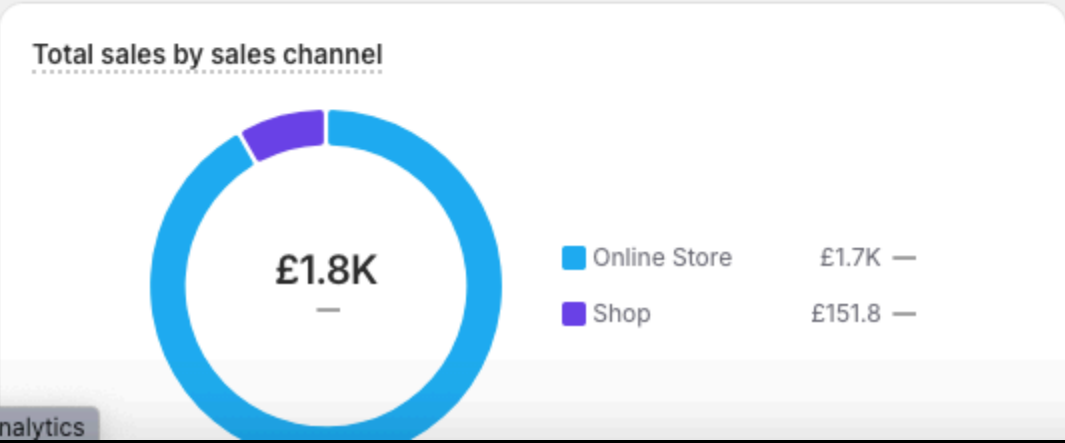
73 —





Total sales breakdown

Gross sales	£1,593.74	—
Discounts	£0.00	—
Returns	−£18.98	—
Net sales	£1,574.76	—
Shipping charges	£267.33	—
Return fees	£0.00	—
Taxes	£0.00	—
Total sales	£1,842.09	—



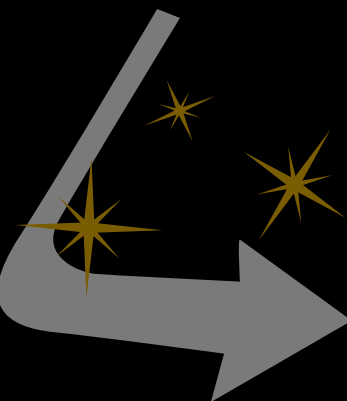
Total sales by product

Mould Magic Extreme (Two Pack) - Mould Easy Remover Gel · Trendy Rush Emporium · Mould...	£858.51	—
Bin Booster - No More Overflowing Bins · My Store · Bin Booster	£292.93	—

Result for the TikTok Shop Strategy Implemented



Looking at the analytics from the TikTok Shop, the top-performing product was Mould Magic, with over 600 items sold and gross sales of almost £10,000 within 90 days (see image)



-
-
-
-
-
-
-
-
-
-
-

Product

Detail

Mould Magic Extreme Gel - Mould Easy Remover Cleaning Cloth Kitchen Household

ID: 1729408935419743490 £14.99 - £26.99 Active

Sales

GMV

£8,584.36

Vs. previous period ▲ 4,611.25%

Orders

511

Vs. previous period ▲ 5,010%

Units sold

517

Vs. previous period ▲ 4,208.33%

Units sold

Date	Units Sold
Nov 01	0
Nov 06	0
Nov 11	1
Nov 16	2
Nov 21	4
Nov 26	7
Dec 01	6
Dec 06	15
Dec 11	19
Dec 16	25
Dec 21	0
Dec 26	1
Dec 31	10
Jan 05	18
Jan 10	15
Jan 15	0
Jan 20	5
Jan 25	15



THANK YOU

