

Ecoplas

Marketing Case Study



ECOPLAS SDN. BHD.
Environment • Customers • Organization



About

Ecoplas is a plastic manufacturer that has been in the industry for decades. They aim to deliver quality service and products.

Their products include stretch film, flexible packaging, and more.



Our Scope of Marketing

- Website Revamp
- Google Ads



Demographics

Target Market

Businesses that require plastic packaging such as the F&B industry, E-Commerce and retail, and logistics

Location

Kuala Lumpur and Selangor

Challenges

Challenge 1

The existing website was unable to generate and close new leads

Challenge 2

Inconsistent monthly sales and having to compete with other manufacturers in the area

Challenge 3

Lack of ads running to target the specific customer pool

Our Strategy and Work Done



Step 1

Our team revamped the company's website and added elements to convince clients to call, which brought in more leads and enquiries



Step 2

Our team started running Google Search Ads for targeted keywords



Results

Ecoplas is now generating consistent and profitable monthly sales via online enquiries