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Numéroter

Key Requirements

Numéroter were needing an engaging new website that would show off their bespoke demi-couture fashion pieces, incorporating still images and promotional videos on the main page.

The main goal was to drive traffic to their new site, which would ultimately convert into sales. The root of this traffic was to come from their social media channels, namely Instagram, which was in need of a cohesive strategy to maximise conversions.

Orange's Solution

We were tasked with building a sleek, custom website for Numéroter that incorporated their bespoke brand image. A chat functionality was added to the build to ensure 24/7 customer support along with on-page SEO to aid search engine visibility for the site.

The Orange team managed the content output for Numéroter's social channels, with a focus on Instagram and Pinterest, reviewing and amending content in line with our social strategy – a blended approach of paid and organic social content. Using techniques to build and store a customer base to remarket to through all channels we created a weekly newsletter as well as utilising other remarketing techniques to build the brand.



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