

TURNING SCENTS INTO SALES

HOW ADVERTONOMY HELPED 'THE PERFUME ST'
LAUNCH THEIR ONLINE BRAND



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They didn't just build a beautiful, high-performing website for my perfume brand; they helped me bring my entire business to life.

Mr. Shehyar (Founder)
The Perfume St.

Client Overview:

The Perfume St is a new-age perfume impressions brand that specializes in creating high-quality impressions of luxury perfumes at accessible prices.

The brand was founded by a passionate entrepreneur with a vision to offer affordable yet premium scent experiences to the mass market.

<https://theperfumestreet.pk/>

Problem Statement

While the founder had a brilliant product and a clear vision, he lacked the digital infrastructure and expertise to bring his brand online. Without an eCommerce website, marketing strategy, or brand assets, The Perfume St struggled with where to start and how to reach potential customers in a competitive market.

Challenges



Zero Online Presence

No website, social media identity, or digital strategy.



Lack of Brand Visuals

No professional product photography or creative assets to attract buyers.



Limited Marketing Knowledge

The client didn't know how to position or promote the brand online.



Tight Timeline

The client wanted to go live quickly to capitalize on peak seasonal demand.

Our Solutions

Advertonomy stepped in with a full-stack digital launch plan tailored to The Perfume St's unique needs:

Shopify eCommerce Development:

- Designed and launched a sleek, user-friendly Shopify store optimized for conversions.
- Implemented essential apps for inventory, reviews, and seamless checkout.

Branding & Graphic Design:

- Developed a cohesive visual identity that reflects the brand's luxurious yet affordable positioning.
- Created compelling product mockups, banners, and social media assets.

Product Photography:

- Conducted a professional product photoshoot with high-quality images showcasing the scents and packaging in an elegant light.
- Edited and optimized photos for both website and social platforms.

Social Media Support:

- Designed and curated launch-ready content for Instagram and Facebook to build brand awareness.
- Provided creative direction for reels, stories, and product teasers.

Results & Benefits

Successful Brand Launch:

The Perfume St launched its online store within the desired timeline, fully equipped with professional branding and marketing tools.

Revenue Generation from Day One:

With an optimized eCommerce platform and social presence, the brand began generating online sales immediately after launch.

Strong Digital Foundation:

The client now has a scalable Shopify store, polished brand identity, and an active social media presence to fuel future growth.

High-Quality Brand Perception:

The visual assets and digital experience positioned the brand as premium yet accessible, aligning perfectly with their mission.

Conclusion

By partnering with Advertonomy, The Perfume St successfully transitioned from idea to income. This case study is a testament to how the right digital strategy and creative execution can empower emerging brands to thrive in the online marketplace.



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