MADVERT LABS
DIGITAL MARKETING & GROWTH SYSTEMS

X

EARTHLY ELEMENTALS
PURE | NATURAL | HIGHER YOU

CASE STUDY

PRIVATE LABEL HEALTH BRAND

STRATEGY | CREATIVES | SCALING



HIGH-CONVERTING CREATIVE STRATEGY

INFLUENCER COLLABS & DVC SHOOTS

CONVERSION-DRIVEN LANDING PAGE

CERTIFICATIONS & PRODUCT USPS

FROM STRATEGY TO SCALABLE RESULTS

MADVERT LABS CASE STUDY

MADVERT LABS

DIGITAL MARKETING & GROWTH SYSTEMS

×

earthly elementals.pk

What We Built

A COMPLETE PRIVATE LABEL E-COMMERCE GROWTH SYSTEM.

01 CREATIVE STRATEGY

02 INFLUENCER + DVC CONTENT

03 LANDING PAGE OPTIMIZATION

04 SCALABLE E-COMMERCE GROWTH

FDA ISO GMP

FDA, ISO & GMP POSITIONING



85+ ESSENTIAL MINERALS



TRUST-BUILDING PRODUCT EDUCATION



OFFER & USP HIGHLIGHTING



CONVERSION-FOCUSED PRODUCT PAGE

CREATIVE STRATEGY + CONTENT + LANDING PAGE OPTIMIZATION = SCALABLE E-COMMERCE GROWTH

MADVERT LABS CASE STUDY

MADVERT LABS
DIGITAL MARKETING & GROWTH SYSTEMS

× earthly elementals.pk

Creative Strategy

HOW WE BUILT WINNING ANGLES FOR A PRIVATE LABEL HEALTH BRAND.



ANGLE RESEARCH
Tested different health, energy, stamina, and trust angles.

INFLUENCER COLLABS
Used creators and collaborations to build relatability.

DVC SHOOTS
Produced direct response video creatives and product visuals.

CREATIVE TESTING
Tested multiple hooks, formats, and messages.

CONTENT ECOSYSTEM
Supported paid ads with strong organic-style content.

Madvert Labs worked deeply on **creative strategy** to identify what angle works and what does not.

MADVERT LABS CASE STUDY

MADVERT LABS

DIGITAL MARKETING & GROWTH SYSTEMS

×

earthly elementals.pk

Earthly Elementals PK

PRIVATE LABEL E-COMMERCE GROWTH STRATEGY

HEALTH & WELLNESS BRAND

162
WEBSITE PURCHASES

Rs 844.57
COST PER PURCHASE



CREATIVE STRATEGY

INFLUENCER COLLABS

DVC SHOOTS

LANDING PAGE OPTIMIZATION