

1 Situation Analysis

Wellington Fragrance, located in Livonia, MI is a privately owned supplier of discount fragrance oils, essential oils, candle & soap making products and related products. They are sold online internationally through wellingtonfragrance.com.

- Monthly website traffic was approximately 22,000 visits per month with Google Adwords, organic traffic, direct traffic, and email as source for most web traffic. No marketing activities offline.
- Organic traffic declined significantly over the previous year.
- Wellington had no social media presence.
- The Wellington Google Adwords account was poorly structured to achieve results. There were no existing Bing ad campaigns.
- Brand sales were decreasing and no brand building advertising was being done.



- Website analysis indicated the website marketing was rated below average for the following areas:
 - Socially inactive
 - Relatively little content and rarely updated
 - Not competitively back linked
 - Not well optimized for search engine readability and online visibility

2 Primary Online Business Objectives

A goal of 50% sales increase within three years was set. Sales increases were to be achieved through online search presence, improved search advertising performance, additional display advertising to build brand recognition and a social media content campaign.

Key performance indicators (KPI) to measure success are:

- Sales \$ volume
- Website traffic volume by source
- PPC cost per client acquisition
- PPC conversion rate

3 W2M Digital Marketing Solution

Search Advertising

- Restructured PPC campaign
- Improved Search ad content
- Optimized the campaign to reduce the cost of customer acquisition
- Identified and presented new paid search opportunities
- Created and managed a Bing PPC campaign

Display Advertising

- Created and managed a Display Ad campaign to build brand awareness & match brand search results

Search Engine Optimization

- Optimized on-page meta tags using research on top user keyword search phrases
- Eight content pages added around a search keyword strategy each month
- Additional blog pages for content and search keyword content
- Regular addition of incoming links

3 Social Media Marketing

- Created social media pages and a social media strategy
- Created a content calendar, blog content and a social page content creation strategy
- Began social media reputation monitoring

Began an Email Marketing Campaign

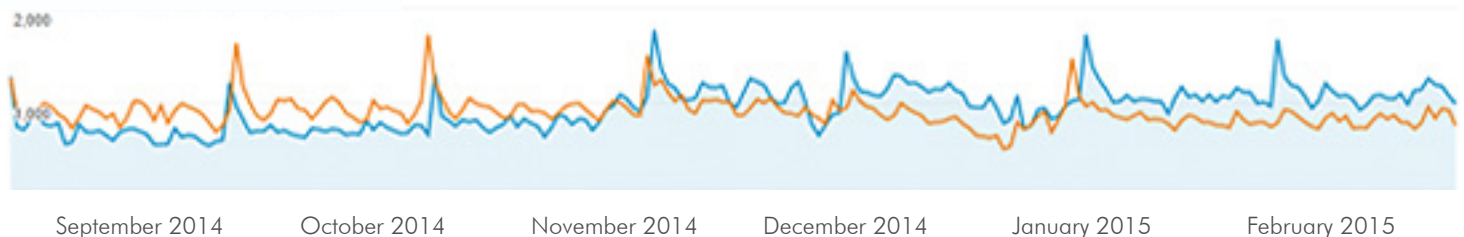
Provide a Monthly Strategy & Analytics Report

4 2015 Results

Wellington Fragrance’s monthly conversions and monthly sales increased by over 20% compared to 2014. Increases in web traffic, organic traffic and paid search traffic are displayed below.

Web Traffic: Increase from 22K/month to 40K/month

Aug 1, 2014 - Feb 28, 2015: ● Sessions
Aug 1, 2013 - Feb 28, 2014: ● Sessions



4 Google Organic Traffic: Monthly year over year increase up to 48%

Sep 1, 2014 - Feb 24, 2015: ● Sessions
Sep 1, 2013 - Feb 24, 2014: ● Sessions



5 2016 Results

For 2016, we see continued web traffic and revenue growth. The Christmas season Aug - Nov sales increased by 19%. Display advertising drove a large increase in revenues from existing customers. Continued optimization of paid search advertising achieved a large increase in revenues, with a smaller budget.

Christmas season 2016 over 2015, an increase of 19%

Aug 16, 2016 - Dec 7, 2016: ● Revenue
Aug 16, 2015 - Dec 7, 2015: ● Revenue



Ready to sell more?

CALL NOW AND SPEAK WITH A DIGITAL MARKETING EXPERT.

708.653.3100