

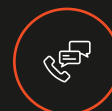
# WELLINGTON FRAGRANCE COMPANY



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# 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

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# 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

## 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

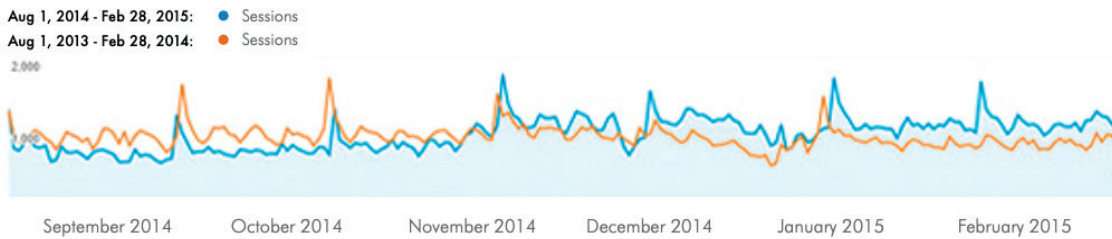
## Provide a Monthly Strategy & Analytics Report

# 4

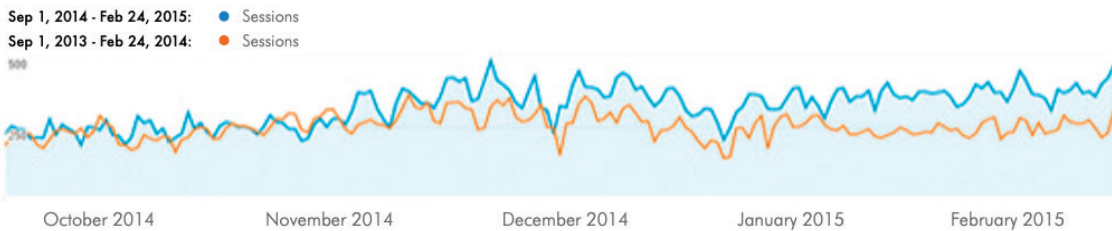
## 2015 Results

Wellington Fragrance's monthly conversions and monthly sales increased by over 20% compared to 2015. Increases in web traffic, organic traffic and paid search traffic are displayed below.

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



### Google Organic Traffic: Monthly year over year



# 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%

