

CASE STUDY:

ORGANIC GROCERY DELIVERY SERVICE

This company provides farm-to-table organic produce for direct home delivery. They work to educate their customers on the benefits of organics, the need for sustainability and the great taste of organic foods. They came to us wanting to grow their customer base using digital marketing strategies because it has a significantly smaller environmental footprint and higher ROI than traditional advertising.

THE CHALLENGE

We began working with this organic grocer when they were a small startup in a single market seeking to expand nationally. Since their company was still in its early stages, they needed a team with proven strategies that would generate the best results possible with every advertising dollar they spent. Hit-or-miss advertising methods were not an option. The founder knew that his business would benefit from focusing on website performance but had no idea where to start.

OUR WORK

Strongpages provides services for this account in three main areas:

1. LONG-TERM DIGITAL STRATEGY DESIGN

Expanding from a single market to multiple markets across a significantly larger geographical area is no small task, so from the beginning we knew that this digital strategy would require a long-term, multi-year plan. Year-over-year growth is essential to the health of this account, so we adapt our strategy to include all geographical expansions as the company grows.

2. ONGOING TECHNICAL WEBSITE OPTIMIZATION

Every time the client launches a new version of their website or expands into a new geographical area, we review the site and advise them on the most important technical improvements to optimize organic website traffic.

3. CONTENT DEVELOPMENT AND SYNDICATION

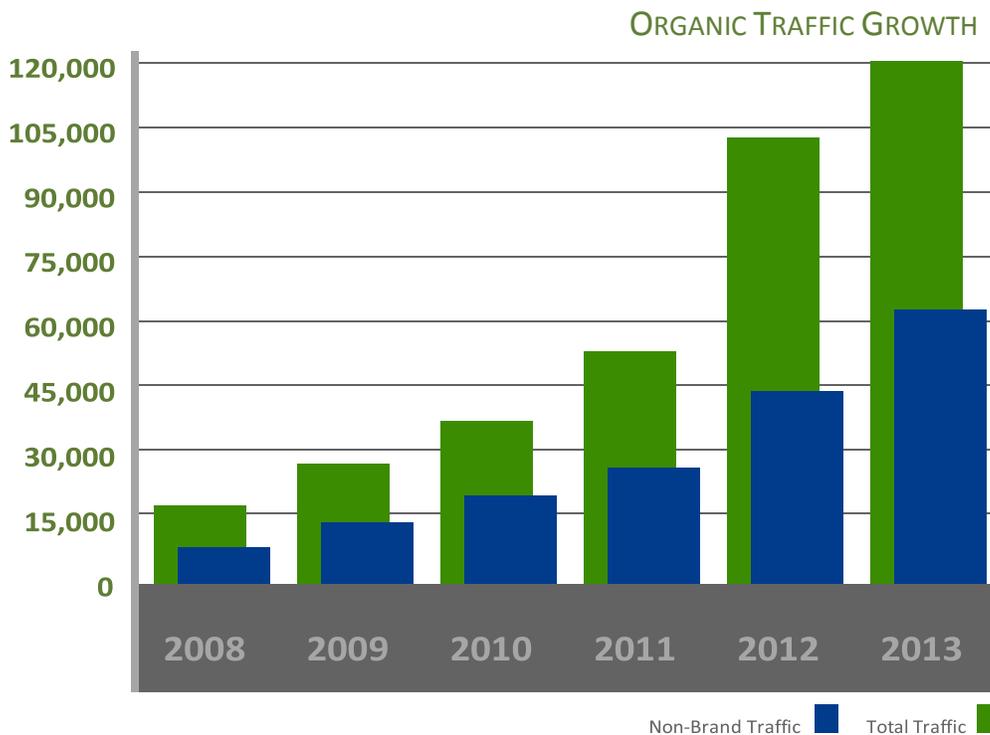
One of the most important aspects of achieving organic results is content. We develop content related to geographical areas and keywords that we identified in our digital strategy, then syndicate that content to related sites resulting in hundreds of high quality inbound links from reputable sources.

THE RESULTS

The company now has multiple locations across a significantly larger geography than when we began. They have seen massive growth in organic traffic over the past four years, and it continues to grow as this study is being conducted:

	2008	2009	2010	2011	2012	2013 (as of 7/13)	Total Growth	Avg. Annual Growth Rate
Total	17,436	23,688	33,826	52,563	102,180	120,965	593.8%	42.8%
		35.9%	42.8%	121.9%	94.4%	18.4%		
Non-Brand	7,040	12,854	19,462	23,465	42,546	63,052	795.6%	51.4%
		82.6%	51.4%	20.6%	81.3%	48.2%		

As you can see in the chart above, we achieved an average of 42.8% increase in organic traffic each year, resulting in nearly 600% more organic traffic overall. For keywords not related to the brand (representing new business opportunity) we achieved an average increase of 51.4% each year, resulting in an almost 800% overall increase in organic, non-brand traffic. From 7,040 visitors in all of 2008 to 120,965 website visitors so far in 2013, this account has experienced consistent growth.



We continue to manage this account and generate results that keep the client happy and with our company year after year. One of our cultural values is a commitment against complacency, so we continuously work hard and seek new opportunities to make this account even more successful.