



MOM & BABY CLOTHING CASE STUDY

Mom and Baby clothing line has done amazingly well in their first year, but now sales have fallen sharply.

AT A GLANCE

CHALLENGES

- Sales are down 50% and continuing to fall
- Social ads are not working
- Competition is fierce

RESULTS

- Organic traffic up 60%
- Revenues increased 68% in 5 months
- Revenues and profits more than doubled by 12 months.

ABOUT THRIVE

We are your profit building partner!

With 20+ years of expertise in web development and digital marketing, we know how to capture the attention of consumers to increase your audience and customer base.

To learn more about how Thrive Business Marketing supports screen printing and apparel businesses in their digital marketing and business growth efforts, visit our site:

<https://thrivesearch.com>

CLIENT PROFILE

This family run baby and mom/dad brand started out of a garage and saw instant success. They enjoyed soaring sales in their first year and moved into a massive warehouse to expand production.

Soon after, revenues began crashing and they couldn't stop the bleeding. They needed marketing help to get sales back up.

SOLUTIONS WE IMPLEMENTED

We started by evaluating and updating the website to improve user-flow and conversion rates. Through this process we found a number of SEO opportunities to help boost back their organic visibility and sales from SEO.

We assisted in social media ads, but ended up switching our focus to a robust Google Ads campaign to find new/fresh customers and increase revenues through untouched channels (social ads continued to be managed internally).

RESULTS THE CLIENT SAW

Organic Traffic

Through extensive Search Engine Optimization efforts, we were able to boost their SEO rankings by 132% and related traffic by more than 60%

Digital Ads

By employing a Google Ads strategy, we immediately added a new \$1k per day in sales, which grew quickly to between \$3k - \$10k per day in NEW sales.

Social Media Ads

their very complex and high-touch social ads were best managed internally. Ads did not grow revenue but helped keep continued visibility to their audience.

Conversion & Revenue

We were able to grow average conversion rates from 1.3x to 3.5 - 5x month over month, which more than doubled revenues and profits from our efforts.