



ELEVEN BY VENUS CASE STUDY

Venus Williams' clothing line was not performing well on e-commerce, which needed to grow to support in-store sales.

AT A GLANCE

CHALLENGES

- Website was outdated and inventory not integrated
- High bounce rates were normal due to poor UX
- Online sales were falling

RESULTS

- Beautiful new website with modern inventory control tied in
- SEO traffic jumped 334%
- Ads traffic jumped 200%
- Sales soared 300%

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

Venus had her clothing line running for a while and already had decent penetration in brick and mortar shops.

E-commerce was not performing, however, and the business needed a fresh start online in order to build a larger variety of clothing options for her tennis and athletic-focused audience.

SOLUTIONS WE IMPLEMENTED

We built an entirely new website from the ground up – with new branding, new clothing models, and an all new go-to-market strategy.

The new website focused on usability, and also tied into new inventory control systems to better align with sales and promotion opportunities.

Once the new website was launched, we dove right into a sophisticated cross-channel marketing campaign, focusing on SEO and Google Ads.

RESULTS THE CLIENT SAW

Organic Traffic

By utilizing strategies focused on product pages, resource articles, social media, and ads, we drove organic rankings up 1130% & SEO traffic by 334%.

Digital Ads

We matched our SEO and Ad strategies to improve traffic from each channel. This process allowed us to improve CTR by 110%, and increase quality traffic by more than 200%.

Inventory & Backend

While not normally part of marketing, we worked to improve the backend inventory control systems tied to the website to improve in/out of stock notices, and to better drive promotions based on inventory levels.

Conversions & Revenue

Through a heavy-lift effort, we were able to boost online sales by more than 300% in our first year, and set the company up for continued growth thereafter.