



Planning and Managing SEO & SEM to GROW a new brand

CASE STUDY

DIGITAL MARKETING

THE BRAND

OJIO® is a health food & lifestyle brand owned by Ultimate Superfoods. It is sold in retail grocery stores such as Whole Foods and on specialty e-commerce websites.

THE SITUATION

Ultimate Superfood began in 2008 as a premium health foods wholesale distributor. In late 2011 USF launched a premium consumer brand, OJIO®. Initially the brand was a critical success, the packaging won a prestigious industry award and reviewers loved the product quality. However, first year sales were slow and few consumers were aware of the brand. A premium brand in a niche market is hard to advertise in the traditional way – the

“We saw results within the first few weeks. By the end of the campaign we were impressed.”

Mark Daniels, Brand Manager
Ultimate Superfoods

numbers do not always pencil out. Additionally, management did not want to make an investment spend to market the brand, they requested a “boot-strap option”. I worked with Management to develop a plan and program to utilize SEO & SEM as part of their brand-building strategy.

THE SOLUTION

To grow brand awareness, I developed a consumer critical path and a 180-day digital marketing campaign with a \$45,000 budget. The goals were to increase traffic to website, increase use of calls-to-action, and improve organic rankings on Google. I segmented the campaign into two primary channels: Search Engine Optimization and Search Engine Marketing. I researched the top 50 keywords and key-phrases used in the superfood category. My plan included long-tail text based PPC campaigns in Google AdWords, Bing AdCenter, and Facebook Ads to target consumers in the superfoods, healthy lifestyle, and alternative foods spaces. Additionally, I worked with the web development group to create specialized landing pages for each product SKU utilizing H1 & H2 tags and well-written short copy stacked with relevant, keywords and clear calls to action. Further, I launched a Google Shopping Campaign to help grow visibility and build relevance in the Google DB.

THE RESULTS

- 250% Increase in web traffic
- 500% Increase in CTA clicks
- 3,000 consumers added to email DB
- \$137,000 in additional revenue in 6 months
- 112% ROI on PPC campaigns



INDUSTRY

Consumer Packaged Goods
Packaged Foods

BRAND PROFILE

- \$5M Market Valuation
- ~1,000 Retail Locations
- 121 SKUs

SKILLS DEMONSTRATED

- Keyword Research
- Search Engine Marketing
- Search Engine Optimization
- PPC Campaign
- Data Analysis
- Media Planning
- Programmatic Buying
- Copywriting
- Project Management
- Website Design
- Consumer Advertising

APPLICATIONS USED

- Bing AdCenter
- Google AdWords
- Facebook Advertising
- MS Office – Visio & PPT
- WordPress



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