



CASE STUDY Homewetbar

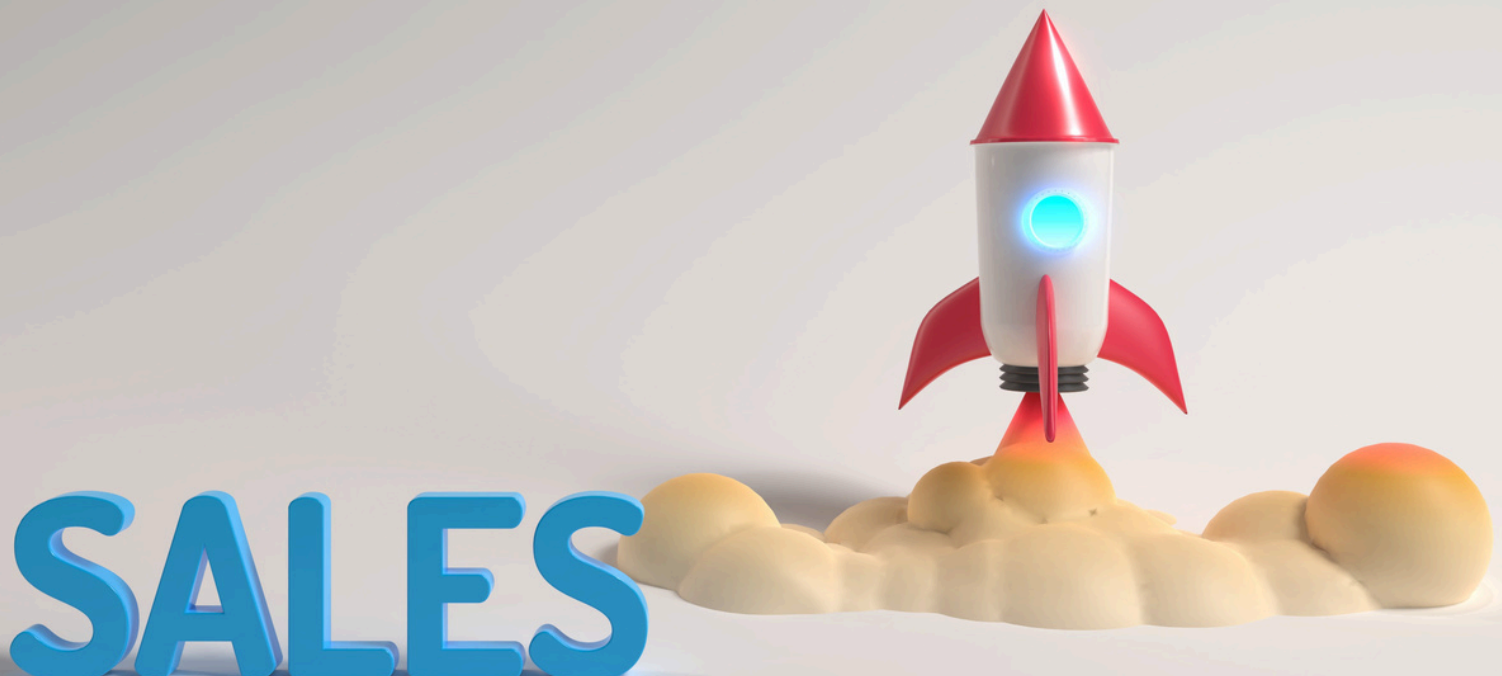
Prepared by Henry

● INTRODUCTION

Helped HomeWetBar E-commerce Success Through Data-Driven Strategies succeed

Client Overview

HomeWetBar, a personalized gifts and bar accessories retailer, has been selling products online through its Shopify Plus store. They've been actively looking to boost organic traffic, drive conversions, and expand into new markets using data-driven marketing strategies.



● Challenges

HomeWetBar's primary objectives were to:

SITE/UX
optimization

SEO
Optimization

SALES
Increment

Site Optimization

- ✗ Product Pages optimization
- ✗ Streamline Checkout Process
- ✗ Personalized User Experience
- ✗ Site Speed and Mobile Experience
- ✗ Leverage Social Proof

SEO

- ✗ On-Page SEO
- ✗ Technical SEO
- ✗ High-Quality Content
- ✗ Build Backlinks and Improve Domain Authority
- ✗ Optimize Product Listings for Search Engines
- ✗ Local SEO Strategies

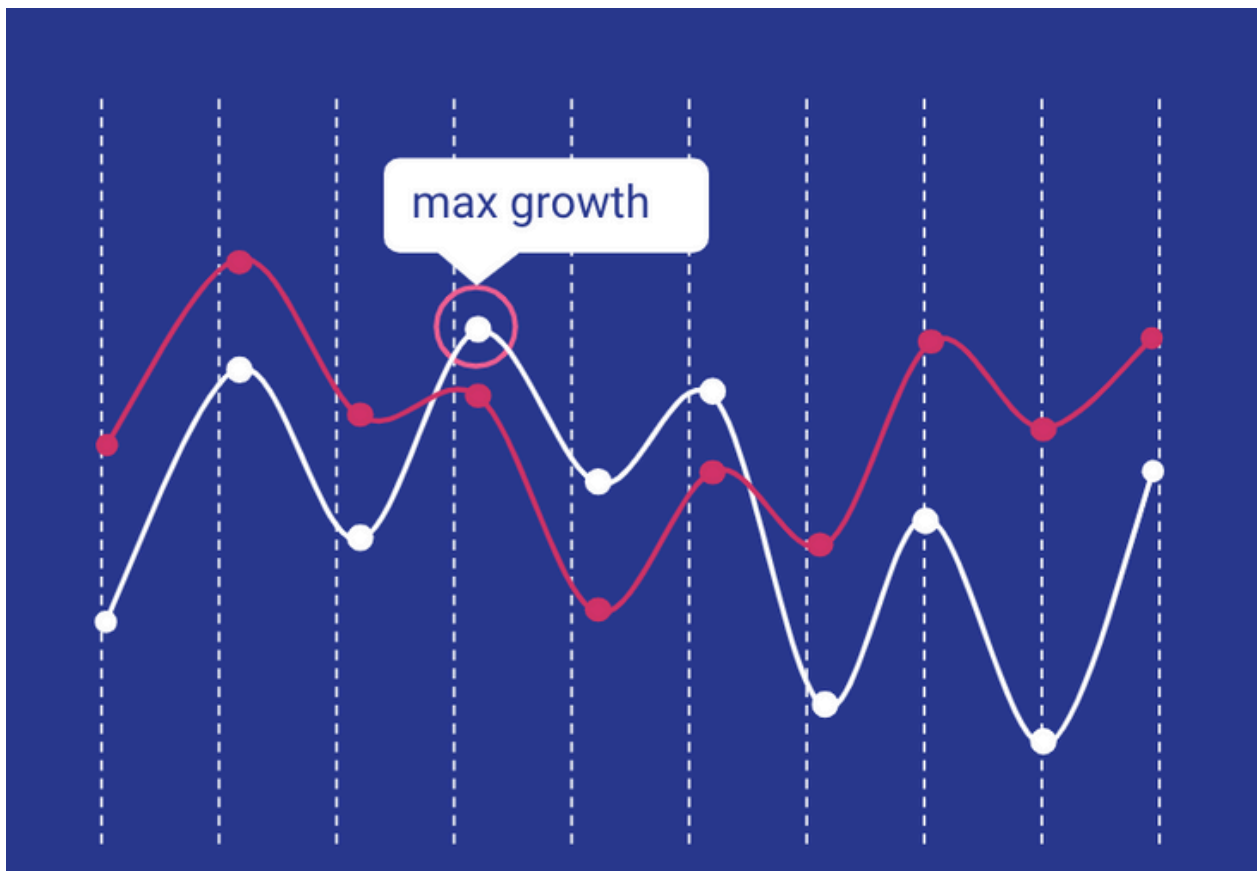
Sales

- ✗ High-Converting Traffic
- ✗ Cart Abandonment
- ✗ Efficient Ad Spend Allocation
- ✗ Personalized Shopping Experience

● TASK

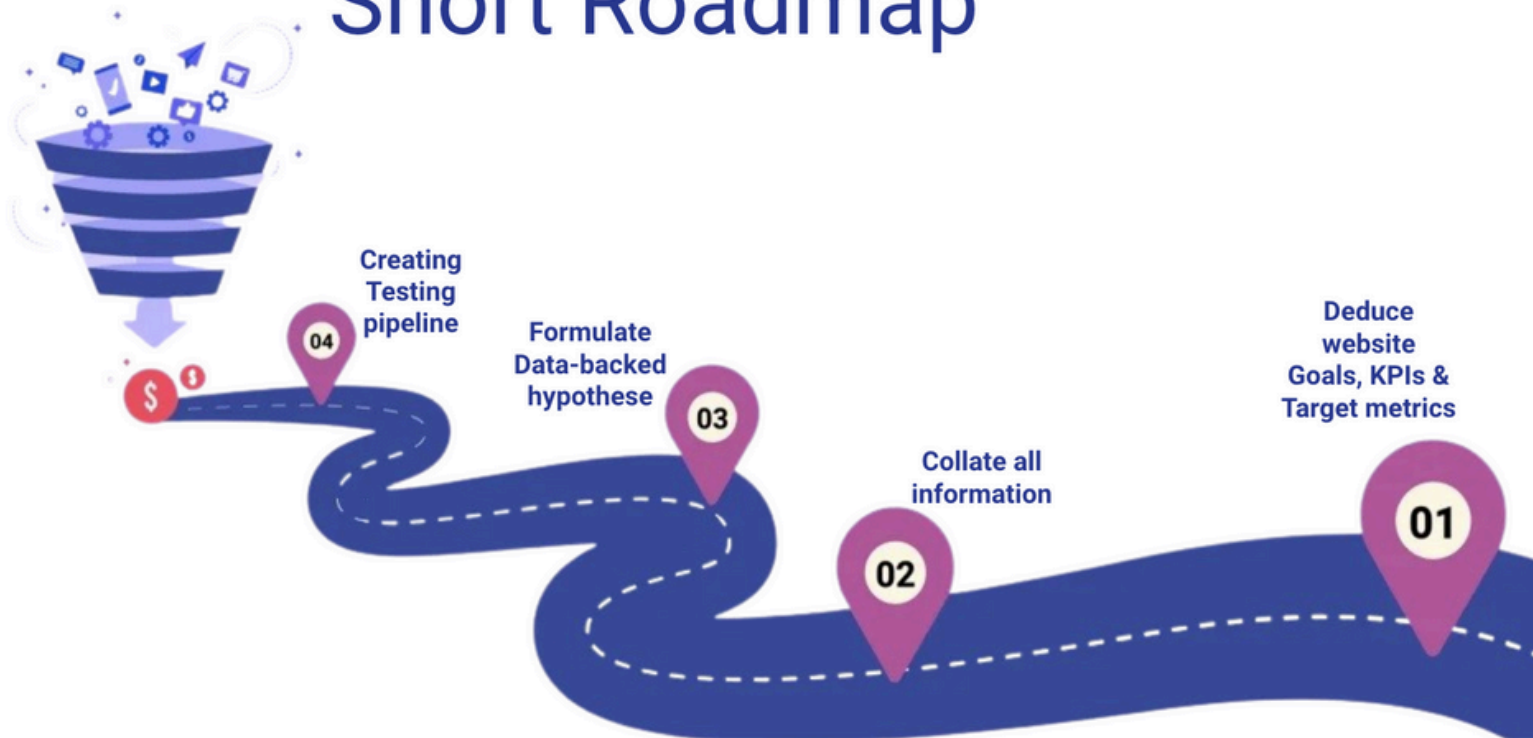
I want to make a positive impact on their sales

By focusing on the strategies I devised and closely monitoring metrics using Shopify's dashboards and external tools like Google Analytics, I optimized marketing spend and operational efficiency, resulting in a higher ROI for <https://www.homewetbar.com/>.



● STRATEGY IMPLEMENTATION

Short Roadmap



To meet these objectives, several key strategies were put into place

CONVERSION RATE OPTIMIZATION

Implemented A/B testing on product pages, checkout flows, and CTAs to enhance the user experience and increase the conversion rate.

SOCIAL MEDIA MARKETING

Focused efforts on Pinterest and Instagram to attract a visually-driven audience, targeting customers looking for personalized gift ideas.

SEO OPTIMIZATION

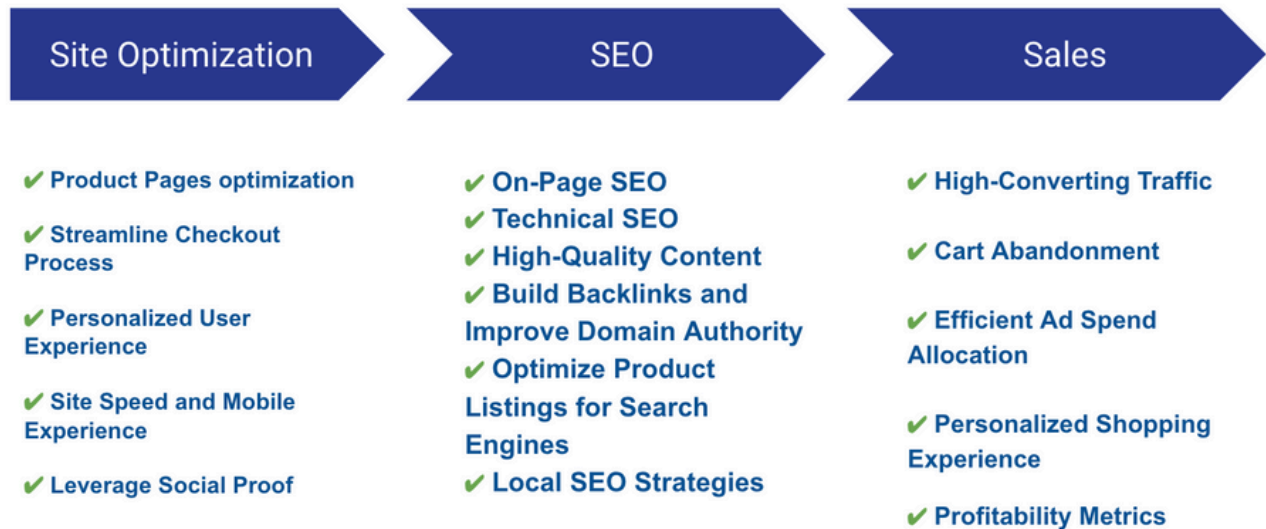
Conducted a comprehensive audit of the website to improve keyword targeting, on-page optimization, and content quality to drive organic traffic.

MOBILE-FIRST STRATEGY

Given the trend of increasing mobile users, the website was optimized to ensure a seamless experience across devices.

- SOLUTION DEVISED

Tailored Approach



Additionally

All of the hard work of setting up the ground work the marketing & branding will be a missing link which we can all treat a cherry on top.

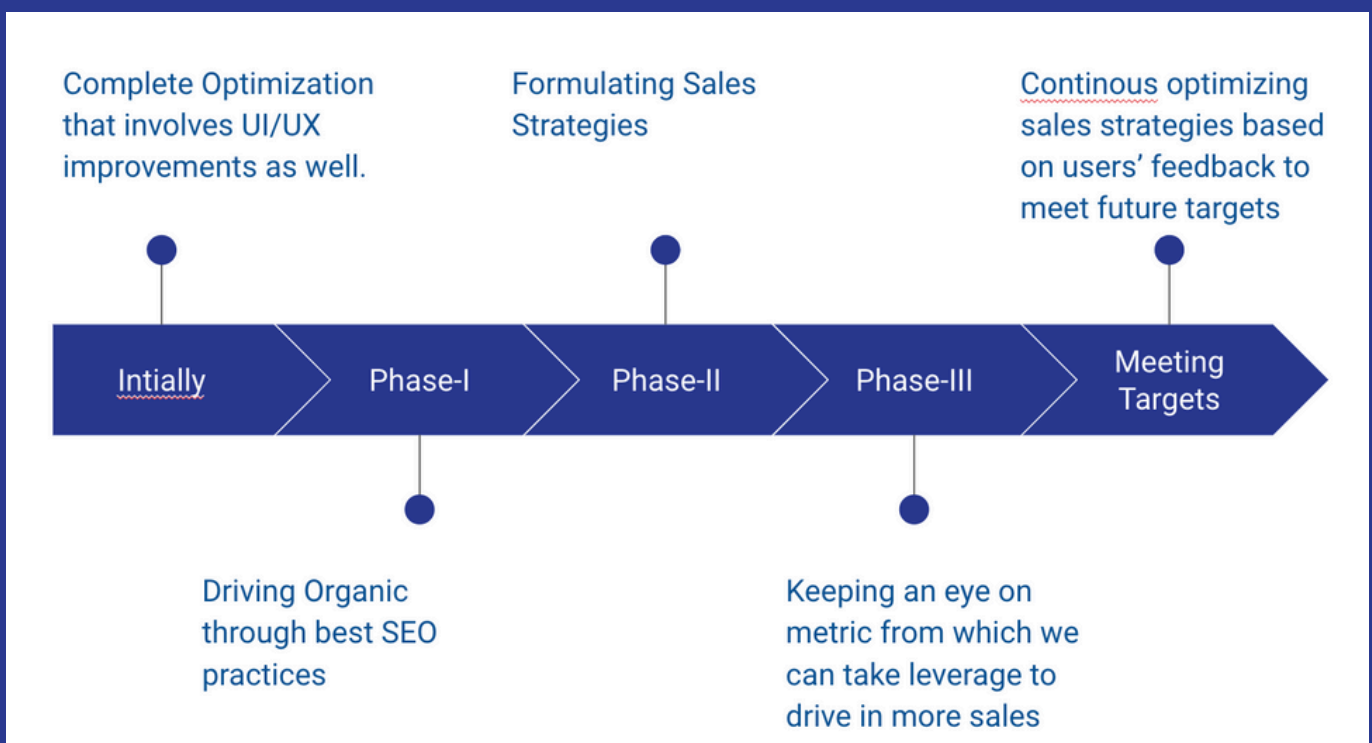
Social Media Branding

- ✓ Consistent Tailor made Social media Branding
- ✓ Social Media Marketing

● EXECUTION

Implementation

After getting answer for all the questions for our CRO plans I could move ahead for implementation



● RESULTS

Performance Metrics (July 9 - August 7, 2024)

TOTAL SALES

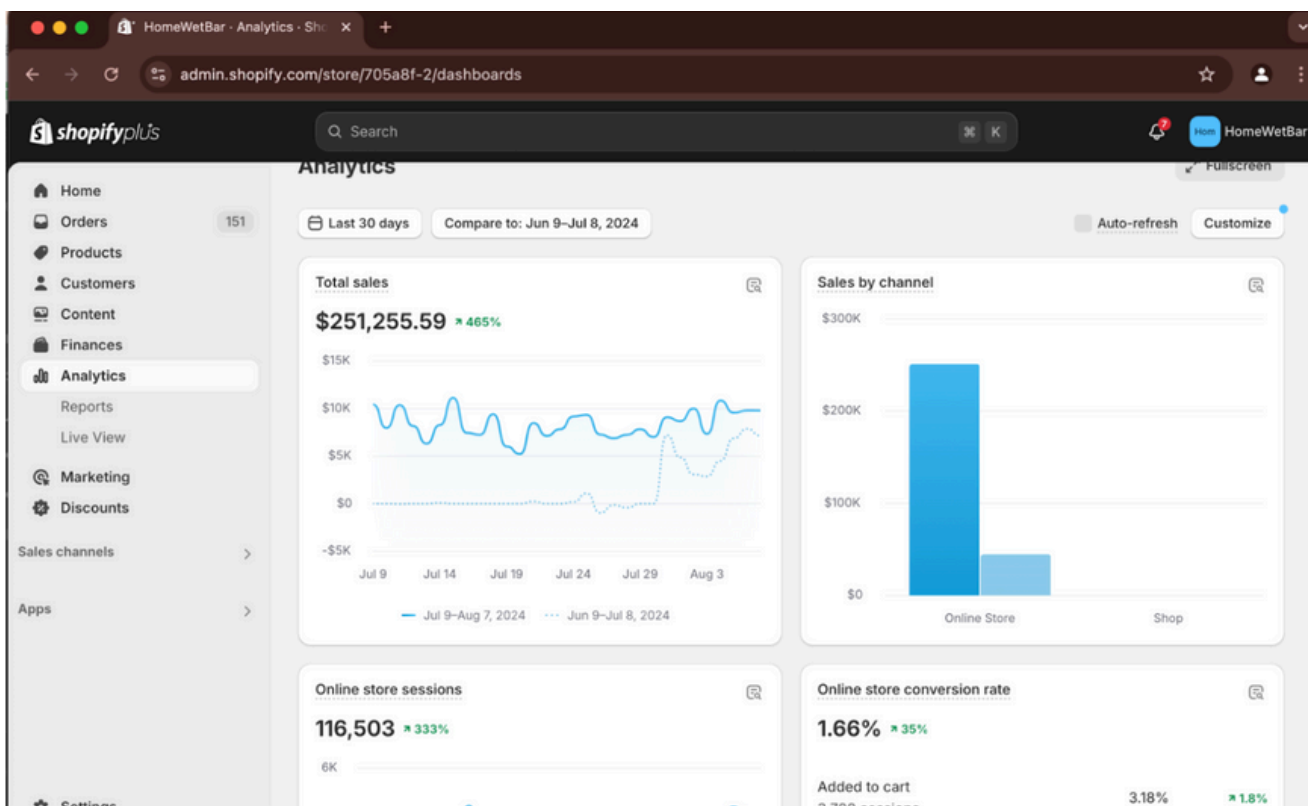
\$251,255.59, representing a 465% increase compared to the previous period (June 9 - July 8, 2024)

CONVERSION RATE

1.66%, marking a 35% improvement in the overall conversion rate.

CONVERSION RATE

Pinterest alone generated 2.2K in sales, driven by 657 sessions (235% increase).



ONLINE STORE SESSIONS

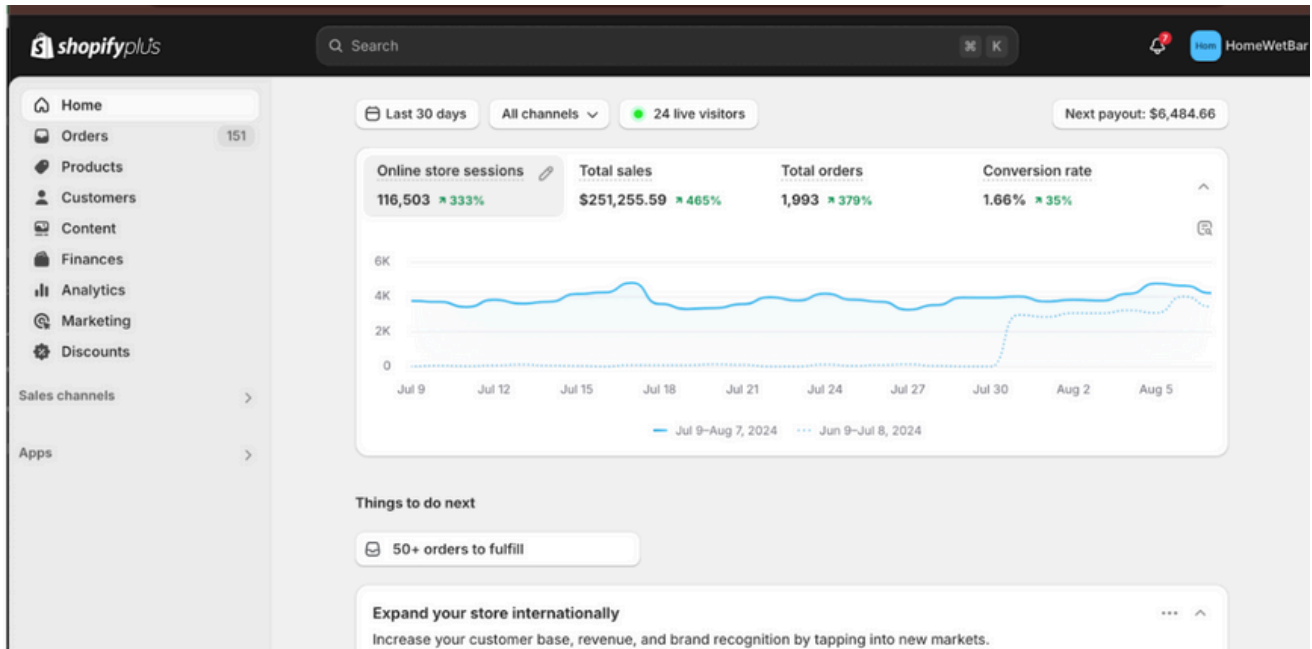
116,503, a 333% growth in traffic, primarily from organic and social channels.

GEOGRAPHIC EXPANSION

UNITED STATES: The highest traffic source with 86.6K sessions (340% increase).

INTERNATIONAL GROWTH: The UK, Canada, Australia, and India showed organic traffic growth ranging from 255% to 322%.

Achievement



ORGANIC TRAFFIC INCREASE

Driven by improved keyword rankings and targeted content creation.

285%

year-over-year Growth

170%

Increase in Leads

LEAD GENERATION

Increase in lead captures through optimized landing pages and better user journeys

BOUNCE RATE REDUCTION

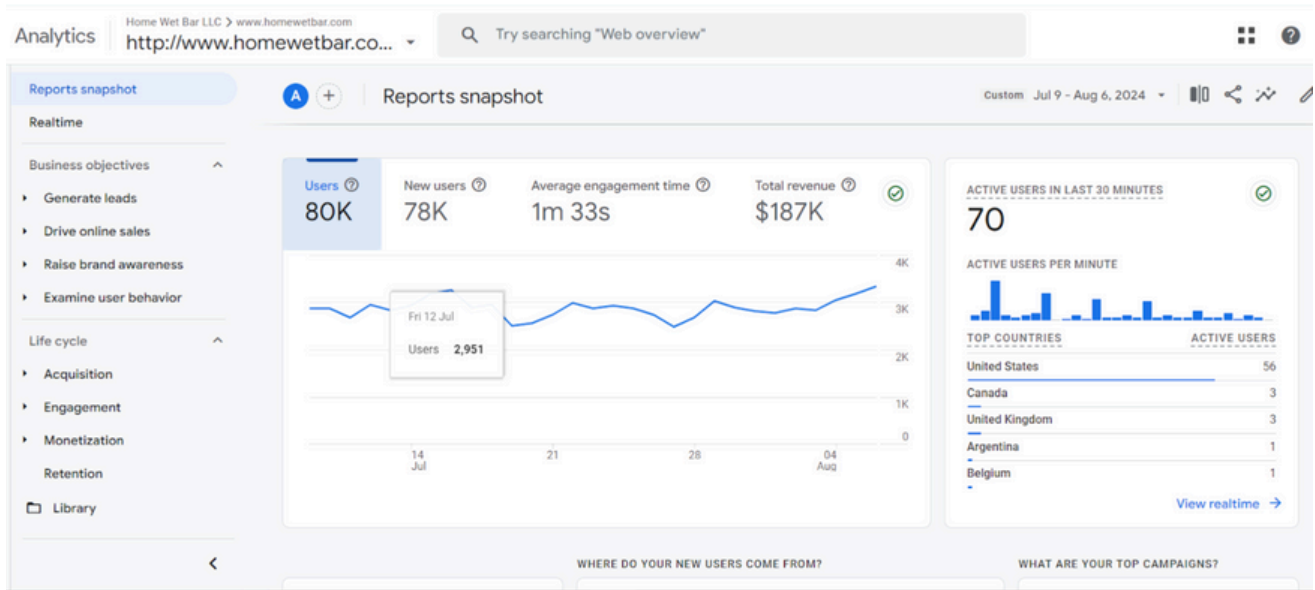
A significant reduction in bounce rate, due to improvements in mobile optimization and clearer product categorization.

15%

Reduction in Bounce Rate

● TAKEAWAYS

Key Takeaways



01

SEO and Content Impact

1. The improved on-page SEO, targeted blog posts, and product descriptions led to an increase in organic search visibility, directly impacting traffic and sales.

02

Enhanced Conversion Rates

Optimization refers to the process of making something as efficient, effective, or optimal as possible.

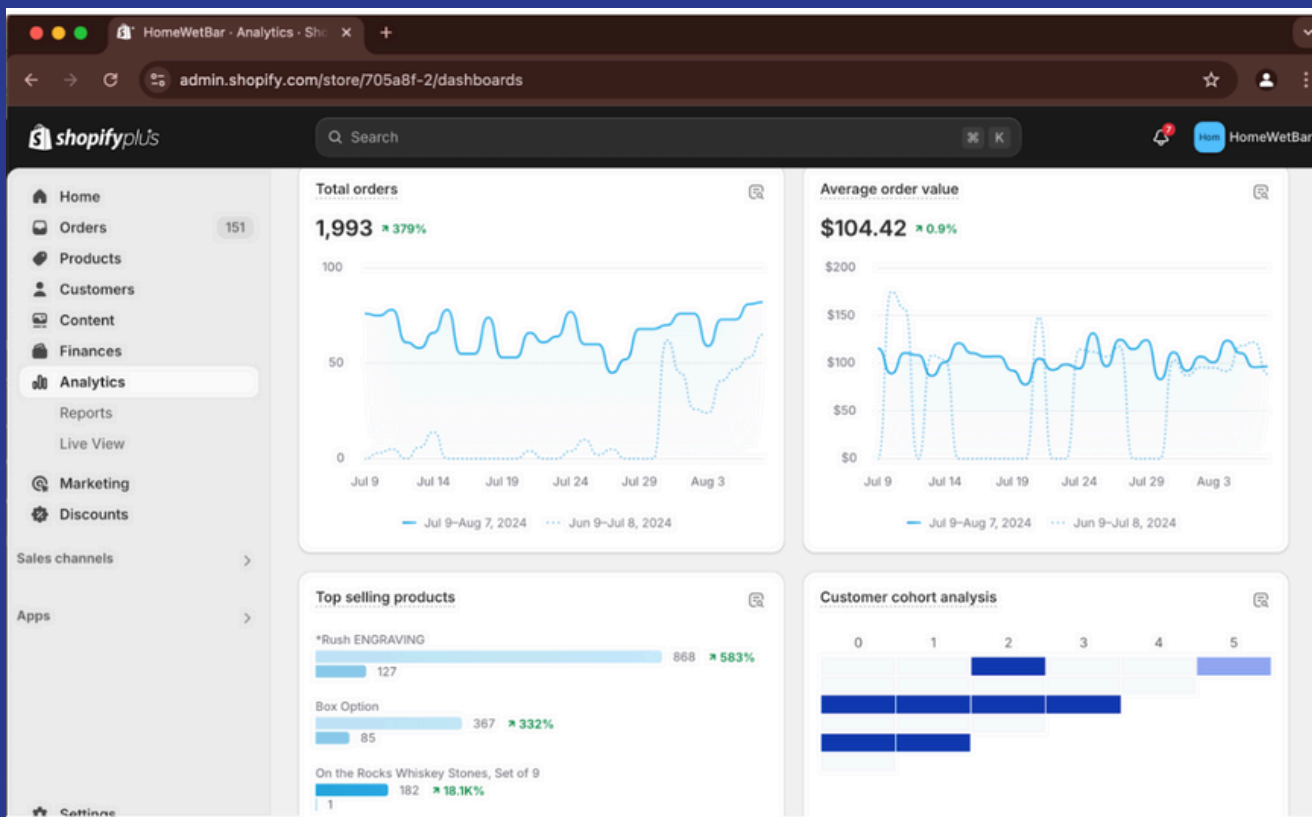
03

Social Media Leverage

Pinterest, a key platform for HomeWetBar, played an instrumental role in driving both traffic and revenue, showcasing the importance of investing in social channels that align with the target audience

● ORDERS

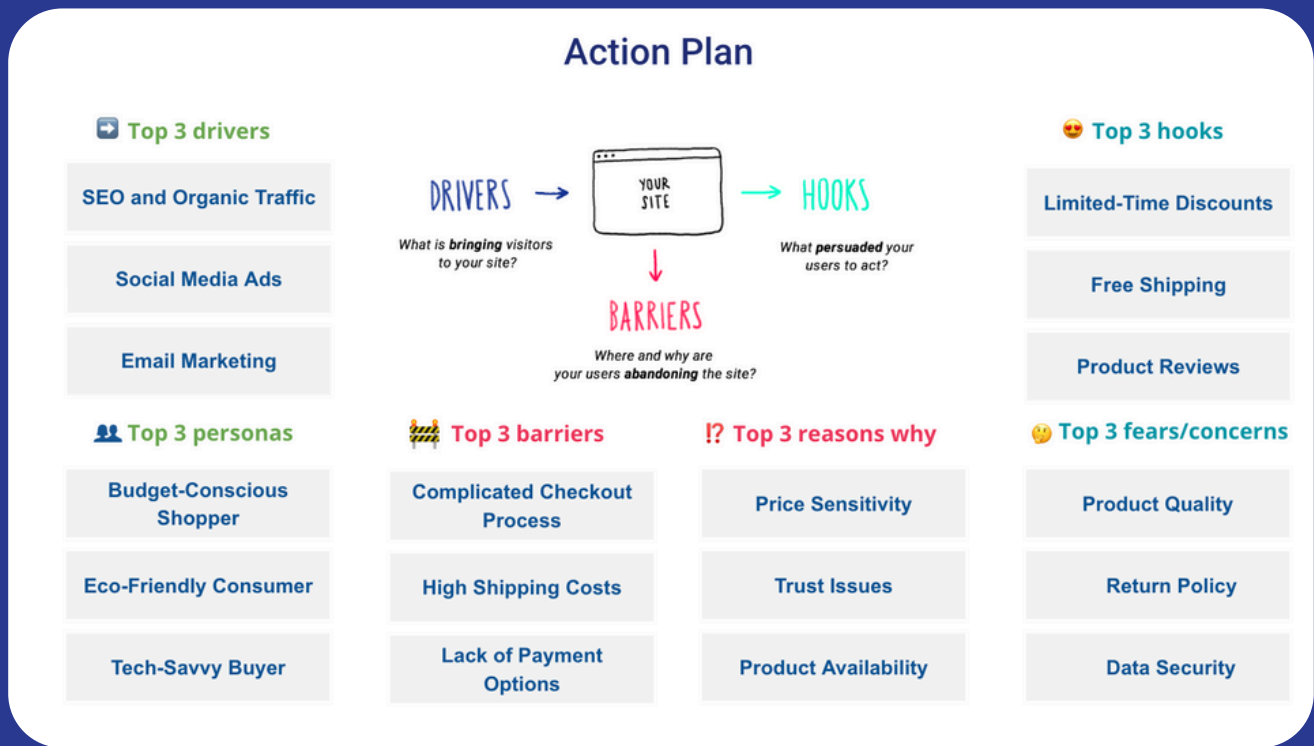
Total Orders



So, by highlighting the key problems and planning a solution and executing it I was able to see the good results

ACTION PLAN

THE STRATEGIES VARY CASE TO CASE BUT THIS SOMETHING I HAVE DEVISED OVER THE YEARS OF EXPERIENCE



THANKS!