

Growing Revenue in a Downturn



Bosom Buddies is a Colorado-based retailer specializing in bras and breastfeeding supplies. A family owned and run business, they are dedicated to customer service, helping women find well-fitting bras and useful breastfeeding supplies. They've

been in business for nearly two decades and have brick-and-mortar stores in Lone Tree and Westminster in addition to an online store.

Challenge

As an early online provider of breastfeeding supplies, Bosom Buddies had a lot of success. But over time increasing competition and a strict anti-competitive mandate from one of their suppliers caused online sales to dip. In the downturn of the economy in 2008-2009, Bosom Buddies' in-store sales flattened, while their fixed costs remained static. They were eager more than ever to grow revenue to offset those costs.

This prompted them to take advantage of a sales call offering to boost their online revenue via pay-per-click marketing. Without understanding their business needs or wide range of products offered, the vendor spent money and showed no results. Very little communication and a cookie-cutter approach left Bosom Buddies frustrated--and still not seeing the increase in revenue they needed.

Working Together

Bosom Buddies was dissatisfied and came to us for help. Two Octobers began by working with Bosom Buddies to understand their overall business challenges, not just their goal to increase online revenue. For Bosom Buddies, a marketing focus on the wide range of products sold, rather than just the highest ticket items, resonated with the experiences of the in-store staff.

After understanding the business goals, product line, and other marketing efforts, Two Octobers proposed cleaning up their pay-per-click marketing as our first emphasis. Two Octobers and Bosom Buddies worked together to establish budget and return-on-ad-spend goals for the effort. Bosom Buddies was reluctant to spend a great deal of money until they gained confidence in the results, and requested a measured start. Two Octobers helped set up the proper website tracking to measure the success of the program, down to the keyword level. We gradually increased the number of keywords by broadening the number of products represented, and spending, traffic and revenue started to grow. While nationally-targeted campaigns focused on online purchases, new Colorado-targeted campaigns aimed to drive both online and in-store visits.

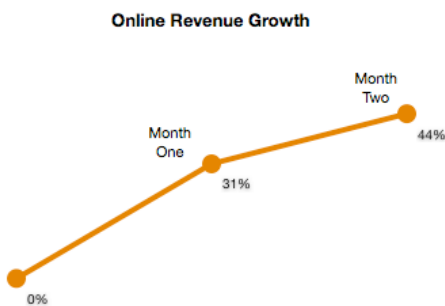
"We wanted to work with someone who recognized and appreciated our business, rather than make our business fit into their mold."

Robin Williams
Web Manager
BosomBuddies.com

"They wanted to know how the website related to our in-store business, and listened to the online store experience we had. They quickly established credibility—we trusted they understood our business so it was easy to follow their recommendations."

Results

The first month after beginning work, revenue increased 31% and continues to grow. Return on ad spend (ROAS) goals were exceeded by 21%. And the Colorado-targeted ads were a success: Not only did those ads achieve a higher click-through rate (CTR) than nationally-targeted ads, they are driving online sales and bringing people into the stores. For the first time, customers in the store have started to mention the web as how they found the business.



Buoyed by the quick success in pay-per-click marketing, Bosom Buddies and Two Octobers continue to work together on online marketing efforts that bring immediate and long-term benefits, including search engine optimization (SEO), web site redesign, and social media projects.

“We're thrilled with the results. Increased revenues have helped us weather falling in-store sales, as well as fund special projects. And the discussions we've had with Two Octobers have re-energized us to build content on the website as well as prepare to launch a second online store, devoted just to bras.”

About Two Octobers

We provide digital marketing services to local businesses, including SEO, pay-per-click, mobile, social marketing and other targeted digital media, and we are obsessive about data and results.

Whether developing an overall plan or executing specific services, our approach is collaborative--we help businesses get better at marketing themselves. And we tie our compensation to a client's business goals so we get rewarded for delivering real, measurable results.