



How Formada Made a Brick-and-Mortar Wine Retailer's Website an **Essential** Marketing Asset

RESULTS

Over 300 Monthly Users

by third month after website launch

Top Ranking Keywords

for brand and relevant topics and queries over the last six months

Average of 10 Inquiries & Sign-Ups

for inquiries and newsletter over prior six months

71% Engagement Rate

from organic and referral traffic over the last six months

BACKGROUND

A brand-new, locally owned brick and mortar specialty wine retailer wanted to create a website that was an active asset in their overall marketing strategy.

With no established brand presence, e-commerce sales, or online scheduling components, the owner understood that their website, in combination with email marketing, referrals, and social media, was critical to the launch and ongoing success of the business.

GOALS

- Establish the new wine shop's name online
- Create content that caters to different customer segments and drives them to the shop
- Drive organic traffic and engagement with the business
- Build a site that complements and supports other marketing tactics
- Gain traction in search results

SOLUTIONS

We started by getting to know the client's business and audience, and learning what interactions and goals they hoped to achieve with their new website.

We learned that they would be launching an email marketing strategy in conjunction with the new site, and developed the site content and journey in accordance with this and other tactics, like referrals.

Diving even deeper into the client's goals and objectives, we focused on these points in creating their site:

Speak to a variety of different visitor cases — The website needed to accommodate visitors in a range of different situations, including people actively looking for the shop's location, or people who just came across it and are standing outside looking for quick info

Drive in-person and online engagement — The best thing the website can do is get people into the shop while also encouraging connecting with the business and participating in the client's email, referral, and social media marketing tactics

Make brand engagement simple — Engagement with the brand should have as low a barrier as possible, asking only a single click or input from the visitor whenever possible

Position the shop for locals and tourists — The shop caters to both local visitors and out-of-town travelers, and should balance feeling like a destination with feeling like a piece of the community

SUMMARY

Formada strategizes to contribute to a client's business goals, not just boost metrics.

A great-looking site that's primed to rank in search results and foster visitor engagement is just a starting point — Formada sites are built to play their role effectively to support the success of a business's overall marketing efforts with a comprehensive perspective.

With this specialty wine retailer, we built a site to support the client's multifaceted goals — establishing a new brand, supporting other marketing tactics, and driving locals and tourists to the shop.

By having in-depth knowledge of the client's goals, developing content for user and search needs, and regularly communicating throughout the build, Formada created a product that helped their brand achieve its goals.

Give your business the advantage it needs to achieve its goals by partnering with a team dedicated to creating unique, cohesive, value-driven content for you.

Contact Formada today for your FREE website consultation!

