

Nature & Nurture Creative

a client case study of
Baudelaire Soaps



Who:

Baudelaire Soaps is an online retailer in the bath and personal care products category, with a focus on fine imported French soaps and scents.

Problem:

Though Baudelaire has a strong wholesale business their direct to consumer marketing was struggling to reach new customers.

Solution:

Pull back on advertising and reallocate time, money, and effort into strengthening the consumer-facing brand. Refocus on the core brand.

Baudelaire

When We Came Aboard

What Was Happening:

Google PPC, Email Marketing, Social Media,
New Site But Little Refresh

What We Saw:

Marketing budget was stretched too thin.
Trying to do too much without doing any one thing well.

When we started working with Baudelaire Soaps, they had just come off an e-commerce site redesign and a massive streamlining of their retail consumer newsletter list. That's a lot for a small team in New Hampshire who run their warehouse and fulfill both wholesale and retail orders for customers throughout the United States.

To augment their internal team, Baudelaire was utilizing an outside agency to spearhead digital marketing efforts. That organization was running Google Adwords campaigns, had experimented with a few social ad buys, were active in some organic social media marketing efforts, and were running a simple email marketing campaign to a core audience. Despite these efforts, Baudelaire's digital growth was slow. That's where we came in.

We were brought in and took over digital marketing for Baudelaire Soaps in May with a firm understanding our performance would be judged come November and December holiday season. When we came aboard, we saw a brand that had great products. Triple milled soaps, organic perfumes, natural sea sponge loofah, bath accessories inspired by Provence, quality ingredients, and sustainable businesses. It was a company that had great brand potential but had let their creative age with their consumer.



Baudelaire

What We Decided To Do

After taking a long look at Baudelaire's digital marketing mix, we couldn't help but think that their budget (in both effort and money) was stretched too thin. They were working with a small budget for digital marketing efforts. We wanted to make sure they were getting the most for their investment. So we quickly identified what efforts needed stopping and what needed strengthening.

No client who comes to you looking to reach new customers expects to hear the first suggestion that we cut Google Adwords but that's just what we did. With budgets stretched thin, that money would be better spent on time, effort, and creative - not search ads. We also thought that the current Google Ad campaign was only cannibalizing organic search results, but we had to focus and couldn't solve every problem right away.



We put together a plan and identified key metrics to actively monitor so that when we cut ad spend, we could react quickly if the campaign sales and metrics demanded it. By taking away management of Adwords, we could devote more time on strategy and creative for the online store, email marketing, and organic social media marketing.


Reach new customers by cutting adwords and focusing on creative.

The first stage was to get the email marketing system back up and running. We transitioned Baudelaire off of a proprietary and costly email service to a less expensive, more efficient system that would better integrate with BigCommerce. Passing customer data

seamlessly and efficiently between Baudelaire's e-commerce provider and email client was essential. By getting the two systems talking to each other, we could take our customer data and apply it to every email campaign we run. Communication, even between services, helps us treat customers more like people - something we all want.

With the email ecosystem improved we could look to the creative. Before we came aboard, email campaigns were old template-based emails which utilized old product photography. To freshen things up, we scrapped the idea that every email has to fit a particular template and crafted email best practices that would be utilized in every email and that could be fine tuned as we ran campaigns and performed A/B testing.

For the content of the emails, we started fresh and aligned our efforts with our social media strategy. In both social and email, we needed new creative. Fresh creative would be critical to reaching a new audience and keeping the current core consumer base. We began shooting our own photography and bringing fresh graphic design to create original content which would be used on the web, print, social, and even video campaigns.





We shot, edited, and created new content for every campaign. New assets allowed us to unify the web, email, and social channels with campaign content that would create a complete experience for the consumer. Not only did this create a more coherent and transparent media ecosystem but it also amplified the brand. By using high quality, fresh content the Baudelaire brand became clean and reinforced the quality of the soap without saying a word.

With a healthier email system in place and fresh content being produced every month, we moved onto advertising.

Baudelaire Soaps has always worked with independent retailers, and their whole-sale business has always been important. With this in mind, we decided that brand recognition and overall brand lift may serve us better than competing for point of purchase-related searches. Elevate the brand to the right niche audience, and everyone wins.

To target a niche audience with immersive creative, we turned to Facebook advertising and a new ad format - Canvas. The canvas ad format allowed us to engage a new audience, provide multiple calls to action, and also utilize and build on what we had created and learned from our email campaigns.

For more information and details on our Facebook Canvas ad campaign, please download our Baudelaire Facebook Ad Campaign case study.

Baudelaire

What Were the Results?

We have seen positive results from our strategy of pulling back and focusing. From June 1st, 2016 to December 31st, 2016 the online retail store is up 13% in orders, total revenue up 11%, and revenue generated by email was up 81.89%.

In response to attracting new eyes to the site the store was up 17% in total sessions, 26% of total users, and improved conversion rate by 2.6%. Social was the biggest increase by percentage in news users, driving more than 300% compared to the previous year. In terms of volume, organic search thrived in the absence of adwords, driving more than 48% more users to the site. This increase in organic traffic was more than doubled the amount of traffic generated by Google Adwords campaigns in the same time period in 2015.

Our newly designed email program drove 56% more sessions to the site. The new email marketing program nearly doubled revenue generated from email year over year with a 96% increase in revenue. Our email list growth continues to be strong and now that the busy buying holiday season is over we can take our learnings and develop even more campaigns to ensure we have another great holiday buying season.