

One quarter at a local juice bar: net sales up 92% and orders doubled.

What I ran for The Juicery at Oakmont over one quarter, and what moved. Every result compares that quarter with the same quarter a year before, unless the chart says otherwise.

+92%

Net sales

+103%

Orders, 1,216 to 2,467

153

Ad leads at \$9.80 each

+113%

Google Business Profile views

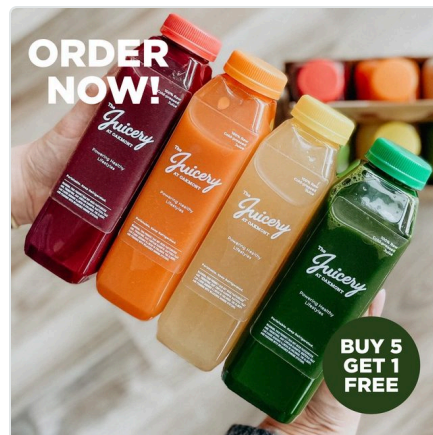
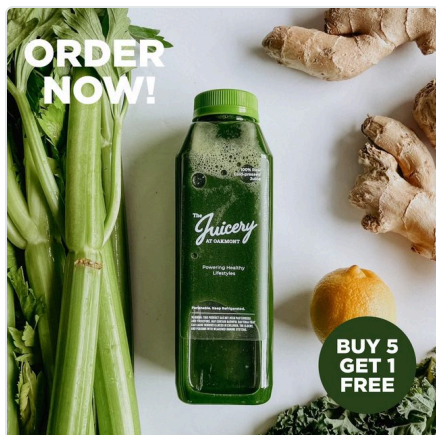
WHAT I DID

FOUR CHANNELS, ONE QUARTER

- ✓ **Paid social.** I designed and wrote a Facebook and Instagram ad campaign, and built a landing page that turned clicks into email sign-ups.
- ✓ **Email.** A follow-up email campaign to the new leads from the ads.
- ✓ **Website search.** New page titles and meta descriptions written around the words people search, plus updated page content.
- ✓ **Local search.** Built and cleaned up the listings on Google Business Profile, Yelp, Apple Maps and other directories, with the same details everywhere.

THE ADS

FACEBOOK + INSTAGRAM



One headline and one offer badge across the campaign, with a new product shot in each ad. The offer stays the same, so every juice in the line gets its own ad and the results stay easy to compare.

THE AD CAMPAIGN

FROM CLICK TO ORDER

\$9.80

Cost per lead from Facebook and Instagram

153

New email contacts from the landing page

9

Of those leads also placed online orders

SALES

SAME QUARTER, ONE YEAR APART

Net sales **+92%**



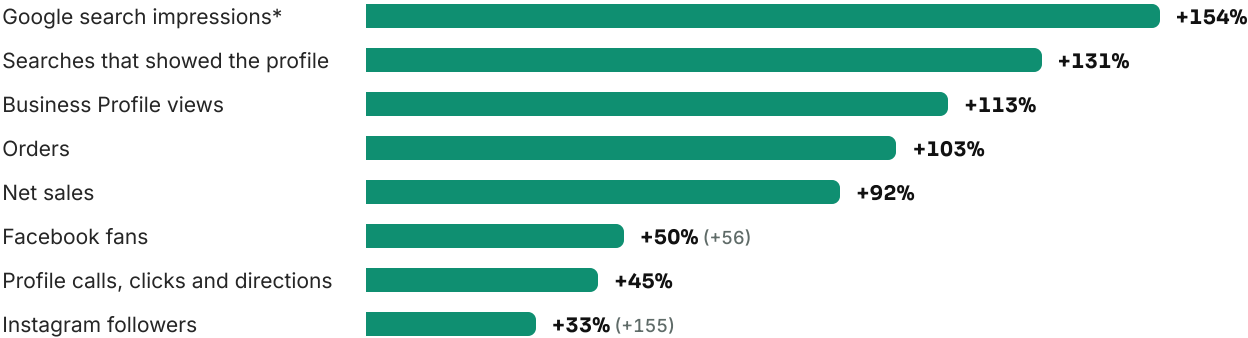
Same quarter, year before The quarter I ran

Orders **+103%**



WHAT WENT UP

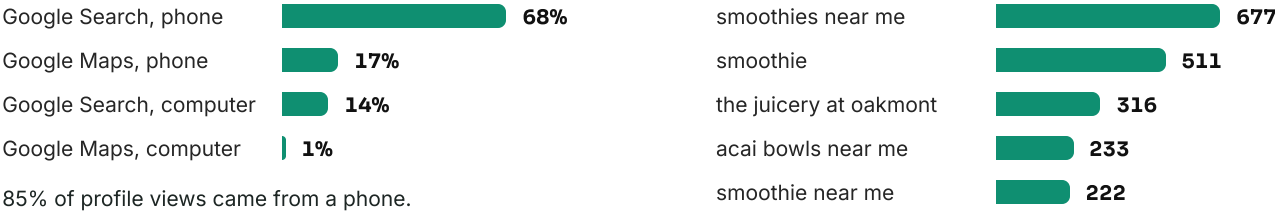
INCREASE OVER THE YEAR BEFORE



*Search impressions compare the last month of the quarter with the month before the work started. Social follower growth is across the quarter.

HOW PEOPLE FOUND THE SHOP

GOOGLE BUSINESS PROFILE, 7,561 VIEWS



85% of profile views came from a phone.

4 of the top 5 searches never named the shop. Local search put it in front of people looking for any smoothie.

WHAT CARRIES OVER

TO ANY SHOP WITH A PRODUCT LINE

One offer, many products.

Keep the headline and the offer the same and swap the product. Each ad gets a fair test, and the winner is easy to spot.

Build for the phone.

85% of profile views came from a phone. Check every ad, page and listing on a phone before it goes live.

Win the unbranded search.

Most people searched for a smoothie, not for the shop. Clean listings put the shop in that answer.