

Case Study

Kathleen McKay

Kathleens Cookies

Website: Kathleens-Cookies.com

Client/Company

Kathleens bakes and packages her secret recipe cookies and ships them around the country. Have you ever tried to do a thank you gift that was personal, thoughtful, easily shipped, classy, and appreciated when it got to the person you'd like to thank, that was well within your budget? Kathleen's Cookies are just that.

Business Objectives

- ◆ Increase Cookie Gift Giving Sales
- ◆ Increase Corporate Gifting Accounts and Orders
- ◆ Become nationally visible in the industry
- ◆ Increase Social Media Presence
- ◆ Increase search engine rankings

Solution

- ◆ Monthly Coaching Arrangement
- ◆ Persona Brand Strategy
- ◆ Advised adding a Blog to the Website
- ◆ Create a Blogging Strategy and Keyword Analysis
- ◆ Help growing Facebook Fan Base, Twitter Followers



Results

In the first month of her new strategy Kathleen connected on Facebook with a buyer for a large organization, and has a pending contract for a corporate gifting account for 2011 which almost meets her initial yearly sales goal.

Kathleen also received an inquiry from the internet, resulting in a Christmas Gifting Account for a company worth several thousand dollars. This is a direct result of her blogging and keyword efforts.

The Facebook Business Page contests have resulted in gaining over 300 fans, and several new orders.