

Case Study



Client: Lucy Bee Ltd

Business: Importer of organic ingredients

Business Size: 10+

Conversion Increase: See below

Objective

Conversion Detectives helped launch the digital arm of this renowned brand in the UK.

The Brief

Phil Buckingham, director, commissioned Conversion Detectives to plan and execute a digital marketing plan to grow Lucy Bee into a market leading coconut oil brand.

Actions

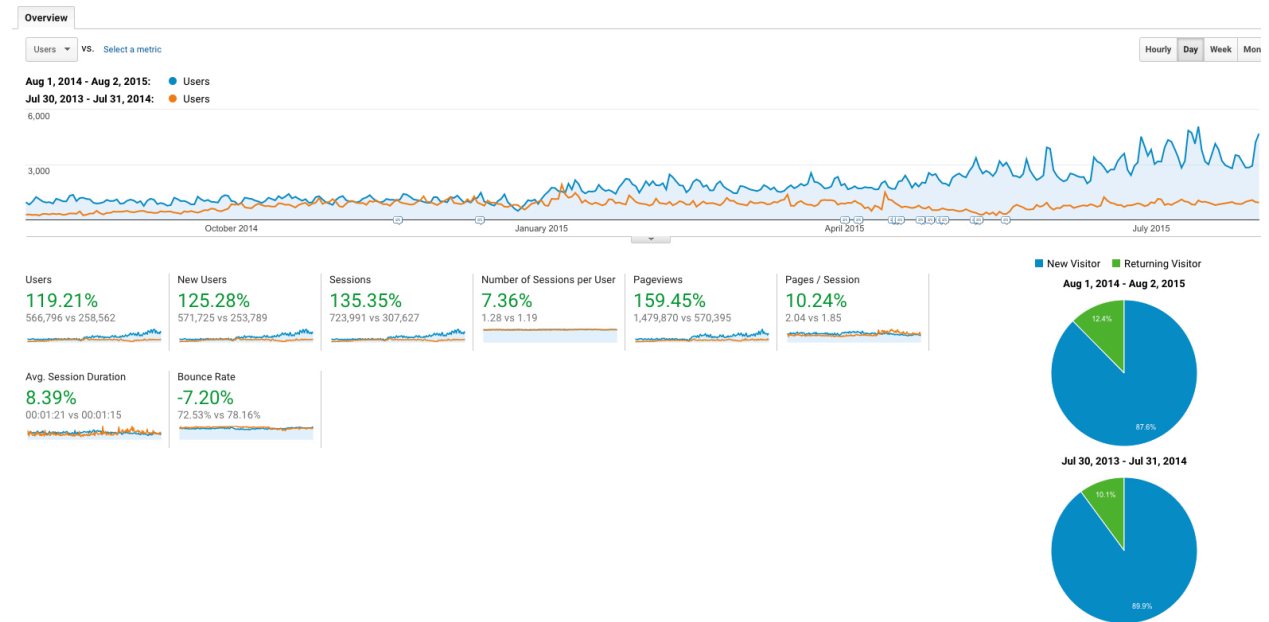
- Advanced CRO Report and online marketing & action plan
- Content marketing schedule and analysis
- Site Specification, including wire frames, site creation
- Email platform specification and list growth
- Specification of Website, blog and ecommerce store
- Traffic building including organic and social
- Amazon content creation
- Video Marketing
- Paid Advertising (Google, Facebook, Twitter & Instagram)

The Results

- Organic Traffic Increase: 125% in one year
- Social Following: Increase 2,400 to 300,000 over two years (12,400%)
- Email List Growth: increased by 4,515% over 18 months to 30,000+
- Ecommerce Revenue: 44% increase over three months
- Created a YouTube channel with over 2,000 subscribers.

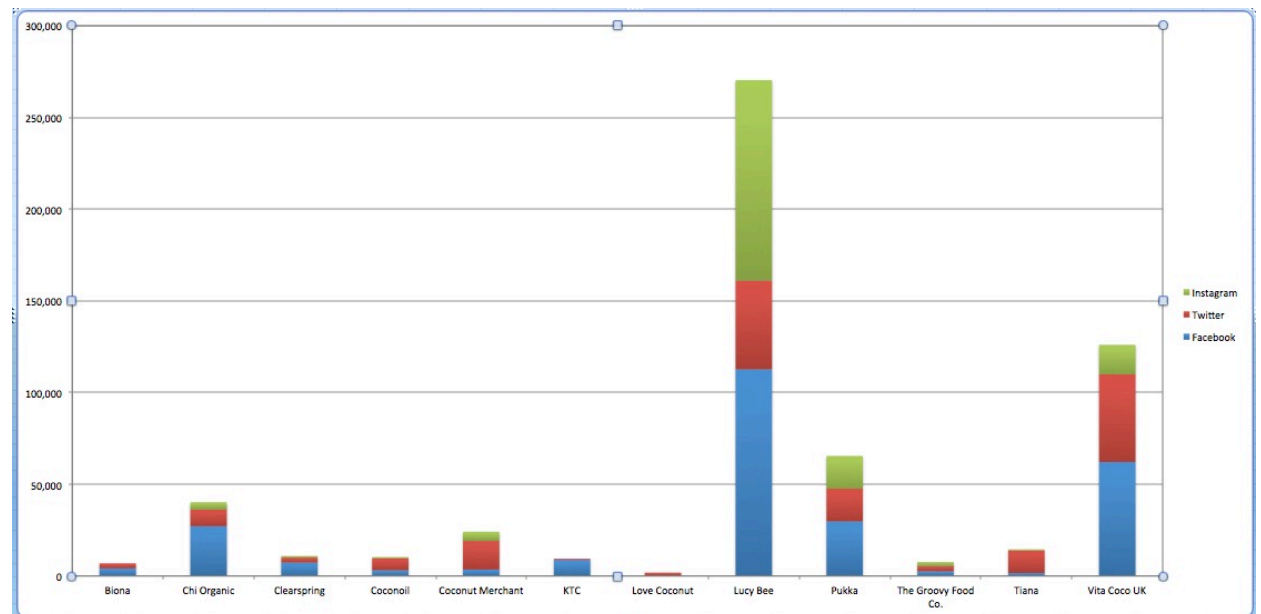
Lucy Bee Search Traffic

Aug 2014 – Aug 2015 Compared to previous period



Coconut Oil Company Social Following

*March 2015



Conversion Detective Clients

Lucy Bee Ltd

Importer of organic ingredients

Services: Full digital marketing mix.

Result: Current.

Gonedigging.co.uk,

A personalised gift company based in Hertfordshire.

Services: Affiliate programme management.

Linkdex.com

Search Engine Optimisation platform

Services: CRO reporting, website launch project management, video scripts.

Results: N/A.

MajesticSEO.com

SEO intelligence tool.

Services: Advanced CRO Report. Site optimisation wireframes.

Result: N/A.

Naturalhealthwelwyn.co.uk

Ecommerce site for health food and products.

Services: Advanced CRO Report and online marketing planning and management for a number of sites including blogging and email marketing consultancy.

Result: Sales increased by 119%

Metropolis Live Productions Ltd

International events band

Services: Advanced CRO Report, marketing action plan, blog creation and analytics.

Result: 37% increase in leads.

Hedley House Hotel

Family run hotel in York

Services: Advanced CRO Report.

Result: N/A.

Pilates Central

Pilates Studio in Islington

Services: Local SEO optimisation, Paid advertising

Result: 20% increase in organic traffic, online leads now the largest contributor to sales leads.

Conversion Detectives Ltd
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Herts AL8 6TG

Company Number: 10690806

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