



Wellspring Digital

Integrity · Transparency · Results

CASE STUDY: E-COMMERCE MARKETING AUTOMATION

A 10% Plus Increase in Sales Month by Month!



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E-Commerce Marketing Automation



The Challenge

The client in this case study asked to remain anonymous. They will be referred to Mid-Atlantic CBD company (CBD Client) in this case study.

The CBD client is an online retailer in the CBD market. They primarily do their business through e-commerce on their website using a Shopify storefront. They sell a range of topical and ingestible CBD products aimed at relieving pain, stress, and anxiety.

Pain Points

The CBD market is saturated with companies claiming everything under the sun. This happens because regulations for claims are not as tight, since most CBD products are not FDA-approved.

The CBD Client not only needed help differentiating themselves from their competitors, but they also needed help increasing sales and obtaining better visibility into their sales to understand which audience to target.

Before working with Wellspring Digital:

Sales were inconsistent and stagnant.

When a sale did happen, there was no attribution established to know where the sale came from.

Marketing was disjointed and had no structure to it.

A lack of CRM or marketing automation tools meant missed opportunities to target shopping cart abandonment, web page abandonment, and striking at the right time.

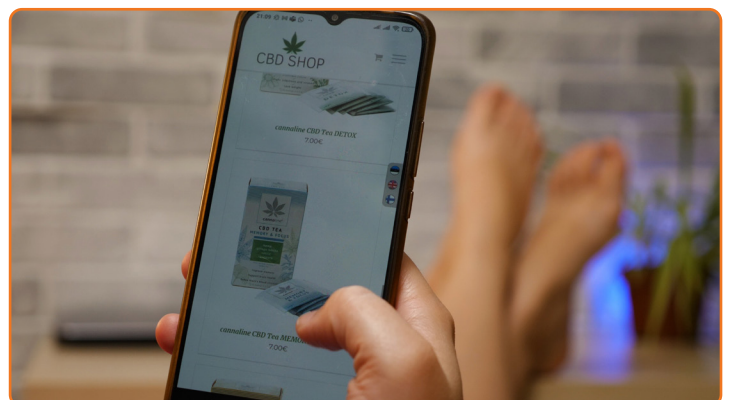
Simply put, The CBD Client had a good offering to make a sizable dent in the CBD market but didn't have marketing and sales aligned to capitalize on sales opportunities. This was a major roadblock to their success.

Approach

The CBD Client engaged Wellspring Digital on a digital marketing campaign with its core component being marketing automation. They wanted a more cohesive approach to their marketing as well as visibility into the success and attribution of their efforts.

Together, with the right team in place using the right tools, The CBD Client started to see their sales, contact database, and user engagement increase month over month.

Here's how we did it...



The Results

After we implemented the marketing automation platform and integrated it with their e-commerce store, we began the process of proper attribution, automation creation, and dashboarding. We needed to be able to track where sales were coming from, so we established referral campaigns with a smart list attached to each campaign. This allowed us to segment each referral source for targeted messaging through email marketing.

The attribution also made it much easier to quickly see which referral source was producing the most engagement and sales through the reporting dashboards we created.

Once the attribution was established, we moved on to the logic and automation. We created drip campaigns and email workflows for when contacts signed up for their newsletter, made a purchase, or filled out their contact form. Depending on which action was performed, there was an automated email campaign paired with it ready to send tailored messaging to the contact.

We then built out the functionality to see and react to abandoners on key web pages as well as multiple stages in the buying process.

Once this was in place, we created specific email messaging for each abandonment action and created automated triggers to fire off the email to the user after the abandonment action.



We also created Exit Lightboxes on each page, which are pop-ups that appear on the page just before the visitor exits. This did two things for us:

- If we didn't have their email address on file, we could still hit them with an abandonment offer before leaving the page.
- If we did have their email address, they will get both the exit pop-up and the email giving us two chances to get.

Once the attribution was established and the automation of the workflows, email content, and smart lists were created, we turned everything on and moved into the manage/reporting phase where we keep the plates spinning and provide in-depth monthly reporting with actionable insights to implement immediately.

SUCCESS BY THE NUMBERS

- At least a **10%** increase in sales each month
- **57%** increase in contact database within the first **6** months of the campaign
- **35%** increase in "second chance" sales (shopping cart/web page abandonment)
- **42%** increase in contact engagement through email marketing

Testimonials & References

Frederick County Chamber of Commerce

"Working with Wellspring Digital on our marketing automation has been of tremendous value to us. Due to Covid, we lost three staff members necessitating we shift perspectives and get creative with our new member onboarding process.

Previously we had a sales team who would work individually with members through their first year of membership. Wellspring worked with us to develop an automated new member drip campaign that allowed us to use digital tools and touch these members in a more strategic way.

While it certainly does not replace human interaction, it significantly improved our member retention and created a more informed membership in a way we had not anticipated.

Working with the Wellspring staff is wonderful as well. They are accessible, personable and incredibly attentive. I highly recommend adding them to your marketing efforts!"

Jennifer Gerlock, Vice President, Marketing & Communications

Audio Video Group

"Ever since we began working with Wellspring Digital on our marketing automation, we've gained more visibility into lead generation and sales. We've seen our marketing become more cohesive, smarter, timely, and tailored to the lead we're speaking to.

They've taken our marketing to another level and created the alignment between sales and marketing we've been wanting. We can't imagine our marketing and sales efforts without the strategy and execution of marketing automation from Wellspring Digital."

Eric Johnson, CTS-D, President

Get started today!

Partner with a strong digital marketing team to promote your destination.

Call us: **301.383.8351**

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