



CASE STUDY

Tripling Revenue and Bookings for
a Small Business

CLIENT

ARTime BARRO

Growing the ARTime BARRO brand and business through digital marketing & design innovation.

STATUS QUO

Revenue

The client's monthly revenue average was \$7,916 before my support.

Website Analytics

The client's website before I took over averaged 1,790 visits monthly, with the highest visited month at 3,831.

Class Bookings

Once people visited the site, a monthly average of 270 bookings were made for pottery classes, with the highest booked month at 656 bookings.

Follow-up emails

Most follow-up emails with customers after their pottery class were done manually. The owner would copy each email address, and email customers one by one regarding their pottery piece painting classes and pick-up.

Studio Locations

The studio only had 2 locations, Mission Viejo and Laguna Beach. The Costa Mesa and Cabo studios were not established at this stage.

LOCATION

ORANGE COUNTY, CA

CLIENT

ARTIME BARRO

SCOPE

4 STUDIO LOCATIONS

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"Sara is very professional and has a great mind for design and marketing campaigns for our business. She went above and beyond to make our site and marketing amazing. The website looks 1000% better and we couldn't be happier! Thank you Sara for all that you do!"

*Nicole
ARTime BARRO, Owner*

CHALLENGE

LACK OF BRAND AWARENESS

ARTime BARRO had no defined brand, strategy, or cohesive design across online channels of its socials and website. Its online following and exposure were low and locals were not aware of the pottery studio. The studio only had a small customer following and customer base.

MANUAL COMMUNICATION WITH CUSTOMERS

Most follow-up emails with customers after their pottery class were done manually. The owner would copy each email address, and email customers one by one regarding their pottery piece painting classes and pick-up.

WEBSITE USER EXPERIENCE ERRORS

Most customers were having trouble signing up for a class as the layout of the site was not easy to book. Some customers would also mistakenly book classes for a different location than intended. Others would get confused with coupon codes, or entering the right code for their class.

LACK OF, OR NEGATIVE ONLINE REVIEWS

Its online listings had low ratings or negative reviews that affected the overall rating, turning away potential customers.

SOLUTION

To deliver ARTime BARRO an end-to-end white-glove account management solution that empowers different channels through strategy, branding, design, and marketing innovation.

My proposed solution to ARTime BARRO's low visibility and process deficiencies was the Website & Marketing bundle: a powerhouse of a package specializing in transforming a business' marketing and website:

- *Dedicated account manager for all accounts with weekly meetings*
- *Reduce time loss and idleness due to manual procedures*
- *Reduce friction in communication, updates, and reporting*
- *Increase efficiencies from beginning to end in SEO and website strategies*
- *Provide team with monthly reporting and analytics data that is digestible*
- *Scale efforts depending on new offerings, seasonality, or any reason*
- *Reduced stress on people, resources, and technology via automation*
- *Monitor, review, revise, and optimize all online presence & accounts*
- *Insights on the latest trends and algorithms*
- *Experience and knowledge to run a successful campaign*
- *Provide unrealized areas of opportunity and recommendations to help grow the business*
- *Focused on long-term growth and opportunity to scale*



EXECUTION

Delivered ARTime BARRO a white-glove account management experience.

ARTime BARRO's online presence and brand were completely managed. The business did not have to worry about social media, website updates & user experience, follow-up emails to customers, listing updates, and reputation management.

ARTime BARRO brand and business were able to grow and thrive through the management, strategy, and execution of goals.

- **Brand & Website** - The business did not have an established brand or online presence resulting in inefficient campaigns and hindering business and profit growth. With strategy, branding, design, and user experience, the client was able to build a strong brand following and scale.
- **Listings** - After setting up online listings for the website, and launching strategies to encourage positive reviews, traffic to the site and class bookings increased.
- **Automations** - Communication with customers was automated through the website, saving the business an average of 5 hours per week, or 260 per year.
- **Socials** - The client's social media was transformed through strategy, branding, and automated scheduling, which doubled the account's following.

Strategy

After discussing with the client about the business struggles and goals, I created a tailored strategy and plan for the business.

Execution

Using project management tools to streamline communication, workflows, deliverables, and feedback we made it easy to turn their ideas from vision to reality.

RESULTS

- **248% increase in monthly revenue average**
- **\$20K/M+ additional revenue collected monthly**
- **260 hours saved annually in communicating with customers**
- **145% more bookings every month**
- **222% increase in monthly website visits**
- **Scaling to 4 studio locations, 2 more established, 1 of which is international**
- **98% growth in Instagram followers**
- **1131% average increase in Google listings clicks**

+ \$20,000/m

Additional monthly revenue collected

260 hours

Saved annually in communicating with customers

145%

More bookings every month

Sara Berberi supports business growth through digital marketing & design innovation.

Your success is within reach. I can help you get there.

STRATEGY

I will work closely with you and your team to develop a marketing strategy that will help your business grow.



EXECUTION

I will help your company stay on track with proven strategic planning and project management. A successful strategy must be followed through with diligent execution.

ABOUT

My mission is to empower business owners by helping them establish a successful brand and business. I do this by working directly with clients to guide them through the process of defining a company's identity and solidifying it as a successful enterprise. I empower clientele to build their brand, establish a business, and run it successfully by helping them define their company's identity.

PRODUCTS

- *The Bundle (Website & Marketing)*
- *Website Only Plan*
- *Marketing Only Plan*

SOLUTIONS

- *Social Media Management*
- *Listings & Reputation Management*
- *SEO Audit & Maintenance*
- *Customer Support*
- *Website Design & Management*
- *Reporting & Analytics*

SB

IN NEED OF MARKETING OR DESIGN?

CONTACT ME

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