

## Delivering A Strategic Shift from Wholesale to Retail to Delivery - Year-Round Profitability

### Our Client

Birdies and Bows was born on Ladies' Day after the frustration of never being able to find great-fitting golf attire for women. The local club shops weren't carrying any golf apparel that would entertain a woman that wants to be trendy or comfortable in her golf gear! With founder Lori's background in sewing and a drive for adventure, Birdies and Bows was created!



### The Challenge

Most of Lori's products were sold wholesale through golf clubs and golf stores, which meant that most sales were seasonal and heavily influenced by major golf competitions. Lori wanted to broaden her sales and achieve year-round interest in her products, to therefore generate more consistent revenue.

She was also sure that if she could move away from a purely wholesale model to focus on B2C sales as well, this would help to achieve her objectives. She contacted us because of our proven experience and track record of developing successful direct-to-consumer strategies for retailers.

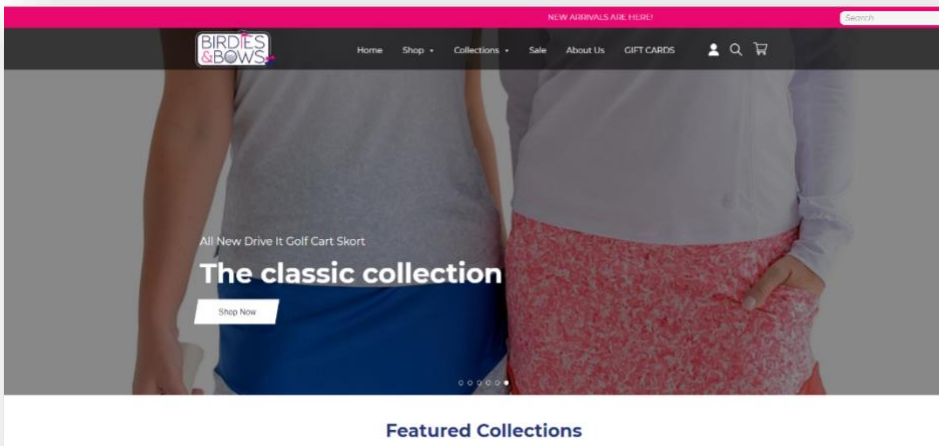
# Case Study



## Our Solution

We began this project with a consultancy project to help position the business as a luxury brand. This was an important part of the overall strategy as we needed to ensure that all our other marketing activities were aligned with the brand's market position.

Once we had completed the initial consultation work, we reviewed the website, delivered a full redesign and made changes to content, structure and backlinks to improve SEO and secure first page rankings for relevant keywords. We then developed a PPC campaign and optimised the site for conversions from both organic and paid search results.



*“Avenue180 gave our business and the bottom line a boost. We did not know how to approach consumers directly with our product or brand. Avenue180 had a proven strategy that they were able to roll out step by step for us to see immediate results. I can tell they’ve used this strategy many times before because it worked flawlessly.”*

## About Us

Avenue180 is an industry leader in digital marketing and interactive design. Our company was founded on the philosophy that great people create great digital marketing campaigns and we attract the best and brightest people in the industry through our reputation for delivering work of the highest quality. We deliver the kind of results that will take your company to the next level and beyond.

Our team of marketing specialist have years of experience in creating effective digital marketing plans and media solutions. Along with that experience is a passion for developing the very best campaigns for our clients. Teamwork is one of the keys to our success. Our work environment allows us to easily interact with each other and share new ideas and cutting-edge concepts.

Total sales value of  
**\$47,079**

Increase in sales value  
**32%**

Increase in orders  
**26%**

Average order value increased by  
**6%**

Increase in store sessions  
**68%**

Increase in sales related to marketing  
**\$5,891**