

 sonoma
LAVENDER CO Sonoma Lavender

WSI helped Sonoma Lavender increase its sales by more than 50%!

BACKGROUND

More than 20 years ago, Sonoma Lavender was started on a farm in California. With the Mayacamus Mountains to the east and the Sonoma Mountains to the west, this landscape proved to be the ideal environment to farm rich, fragrant lavender.

Today, Sonoma Lavender offers a wide range of products, serving individual customers and wholesalers. Their products are also available for sale online and can be found in the United States at various retail locations, such as gift shops, resorts, and high-end spas.

CHALLENGES

When Sonoma Lavender got in touch with WSI, the company shared key marketing challenges that needed to be addressed. They included:



Increased national growth

The company wasn't satisfied with its sales volume in the United States and wanted to increase its revenue in a very competitive market.



Limited online visibility

The overall visibility of Sonoma Lavender's website was limited. A solid SEO strategy and paid ads campaign was key to increase their online presence, sales, and Google rankings.



Increase brand awareness

To increase sales, attract new customers, and enhance existing customer loyalty, the Sonoma Lavender brand needed to increase its exposure and gain market recognition through their marketing efforts.

Visit: www.sonomalavender.com/



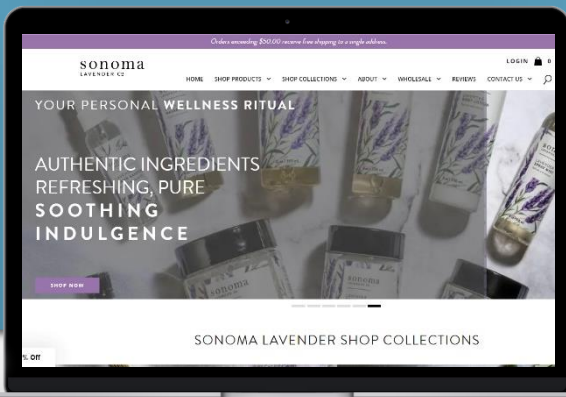
"At Sonoma Lavender, we've enjoyed working with WSI for several years. Their brilliant SEO work has been a key contributor to our website's ongoing triple-digit visitor growth. Ryan, Cynthia, and the entire WSI team are true professionals."

Siza Nyuliwe
Co-Owner, Sonoma Lavender

SOLUTION

Upon meeting with Sonoma Lavender team and gaining insights into their business challenges, WSI put together a comprehensive digital marketing strategy to increase the company's visibility and sales in the United States. The plan included the following:

1. Implementing a social media ad strategy to increase Sonoma Lavender's overall brand exposure, reach, and sales. The strategic use of social media allowed the company to expand its online presence and engage with a wider audience.
2. Developing targeted paid ad campaigns to generate online sales. As a result, the company hit revenue goals and achieved results.
3. Optimizing relevant keywords for SEO played a crucial role in attracting a targeted organic audience and boosting the company's online visibility.



RESULTS

With the support of the WSI team, Sonoma Lavender was able to achieve its business goals and hit remarkable revenue outcomes. Here are some results:

+50%
Revenue

Online sales and revenue increased by over 50%, and sales in retail outlets also improved

+700%
Organic
Traffic

Organic traffic increased by over 700% and organic sales became the biggest source of revenue



The website secured over 20K keywords and phrases on search engine result pages



The company saw a remarkable growth in phone calls, with a 50% increase

FUTURE PLANS

Over a multi-year partnership, WSI has delivered outstanding results to Sonoma Lavender. The direct impact of the digital marketing efforts was significant and pushed Sonoma Lavender's business to grow at a tremendous rate. WSI will continue to support Sonoma Lavender in expanding its business.

Is your organization in need of similar support and results?
Get in touch with WSI and start unlocking a world of possibility for your business.

www.wsiworld.com/speak-with-a-wsi-expert