

Case Study: Sapahn E-Commerce Presence

Expanding online presence and sales in the high-end leather goods niche



Sapahn

Industry: Retail E-Commerce
Location: Bangkok, Thailand/Lincoln, NE
Size: 3 employees
Website: <https://sapahn.com>

Company Bio
Sapahn is a high-end ethical fashion accessories specializing in handcrafted leather goods, silver jewelry, and scarves. Sapahn aims to 'do beautiful things with beautiful things' by providing sustainable and fair work to rural Thai artisan communities. All Sapahn products are handcrafted by Thai artisans who set their own wages and working conditions so women can work from their remote village and achieve financial freedom.

Overview

Sapahn set out with a lofty goal eight years ago—to provide a platform where handcrafted goods can be sold in America and talented artisans in Thailand can be paid fairly for their work. The supple leather goods, thick luscious silk, weightless cotton, and silver jewelry made without the use of molds has to be seen and touched to experience its true beauty. Consequently, Sapahn founder Brooke Mullen found herself flying to the US from Thailand multiple times a year to participate in gift shows and direct selling events, leading to high travel and shipping expenses. Customers fell in love with the products in person, but online sales floundered.

"Partner with Clair if you're serious about your next marketing goals."

- Brooke Mullen
CEO, Sapahn

The Challenge

Sapahn's luxurious products needed to be seen (and felt) to be believed. Unfortunately, that dependance on direct selling took its toll on founder Brooke Mullen and her team, necessitating that they apply for and participate in over 10 in-person sales events a year. Sapahn has an active fanbase of repeat buyers centered around the Midwestern region, but in order to sustain itself, the company had to expand its online presence to decrease business expenses and expand market share. While they had an active social media presence on Instagram and Facebook, an e-commerce website with a blogging platform, and a moderately-sized email list, Sapahn needed an effective marketing strategy to best utilize its resources and grow its online business. Online sales occurred primarily when a sale was promoted, but few new customers were finding the website organically through search engine queries or social media.

The Approach

Belmonte Digital Marketing saw that, while Sapahn was creating excellent content, it struggled to adequately distribute this content. Sapahn focused on selling the products and missed their true selling point: the ethical way in which the products were made and the way their products were innovative in the fashion industry.

- We worked to:
- further incorporate Sapahn's story in marketing materials
 - improve web content and create new content to increase online search traffic
 - optimize the website for improved user experience and search engine preference
 - and increase online sales through social media, email marketing, and online search

"Clair's become such a champion of our brand, anticipating our needs, prioritizing, and strategizing what is the best way forward with the goals at hand."

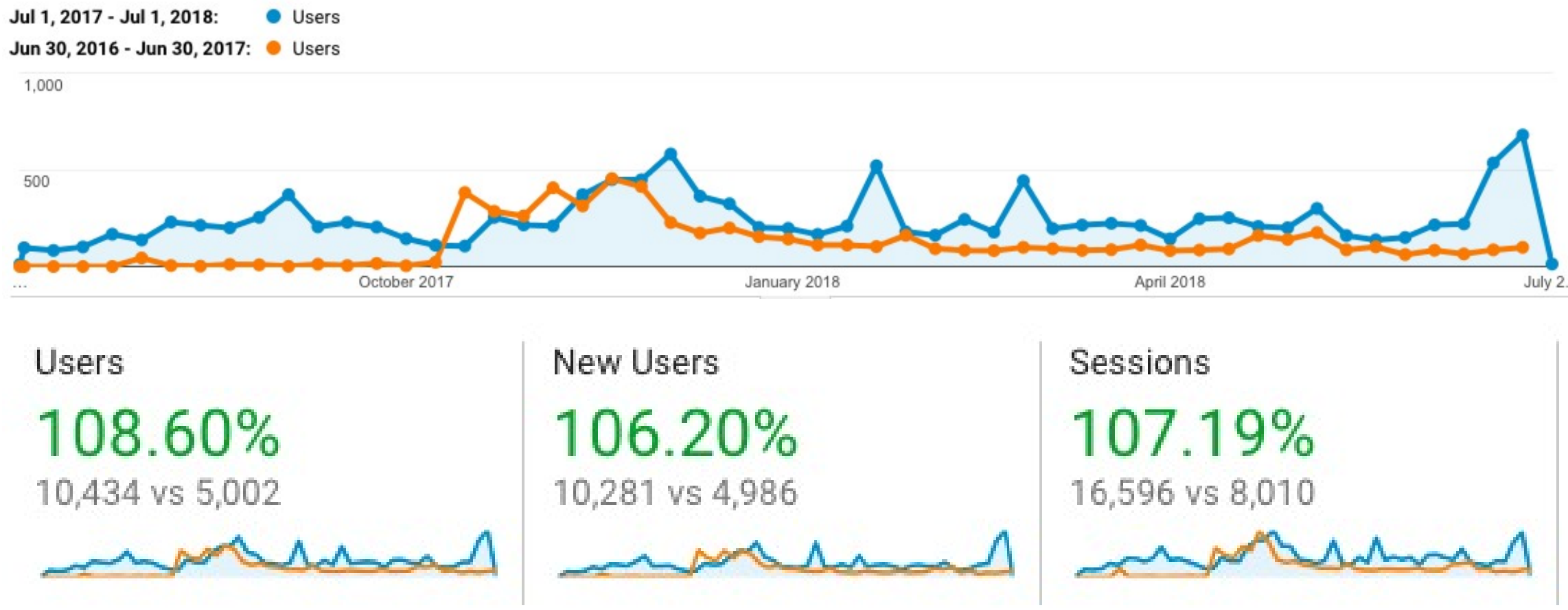
- Brooke Mullen
CEO, Sapahn

The Solution

Belmonte Digital Marketing takes a holistic view of marketing efforts, focusing primarily on building organic (rather than paid advertising) sales. Our solution to expand Sapahn's online reach was to create a online shopping experience that mirrored what customers experienced at thriving in-person sales events.

- We achieved this by crafting a marketing strategy focused on increasing new customers and engaging existing customers to become better champions for the brand. This included:
- designing an introductory email funnel for new subscribers
 - crafting an email strategy for increasing direct selling opportunities
 - rewriting website copy for search engine optimization best practices
 - improving the website's internal linking
 - developing Instagram content and hashtag strategy
 - forming unique campaigns to capture email addresses
 - creating video, social media, and blog content focusing on artisan stories and gift guides to increase engagement and backlinks

Overall, these efforts increased brand awareness among new customers, resulted in free earned PR opportunities, improved page rankings for a wide variety of relevant keywords, and doubled online traffic and sales while participating in fewer in-person events.



The Results

Year over year, online traffic and sales have grown dramatically, allowing Sapahn to appear in fewer in-person selling events and create sustainable profit through online sales without using paid ads. Building this marketing foundation helps Sapahn's organic sales continue to grow.

Online sales increased 101% year over year and in-person sales figures remained steady despite participating in 5 fewer shows. Web traffic increased 108%, new customers increased 106%, and sales attributed to search traffic increased by 1,287% YoY. This subsequently led to 833 new email subscribers and improved sales performance at in-person shows thanks to increased brand awareness and email and social media promotion.

"Clair is wonderful to work with, a great collaborator, and an even better communicator. She's passionate about her work—meaning, your work."

- Brooke Mullen,
CEO, Sapahn



About Belmonte Digital Marketing

At Belmonte Digital Marketing, we help you create a marketing strategy that feels good and gets you in front of customers who care about your story. Clair Belmonte helps business owners tap into their intuition and combines their natural insight with time-tested marketing strategies to craft a content marketing foundation that withstands time, trends, and Google's algorithm changes.

