

Name : Abhishek Sadashiv  
Bagare

Course : Digital Marketing

Class : MBA I

Case Study : I

## Sunshine Bakery's Digital Marketing Success

- \* Introduction : Sunshine Bakery, a small local business, needed to improve customer reach and revenue. They shifted from traditional marketing to digital strategies to solve this.

### Key steps / Techniques

#### 1) Website creation :

Built a mobile-friendly website with an online menu and order system to engage customers easily.

#### 2) Social Media Marketing :

Used Instagram, Facebook and Pinterest to post about products, specials, and customers experiences, creating a loyal online community.



### 3) SEO Implementation :-

Optimized their website using relevant keywords and improved search engine rankings, which brought in more organic traffic.

### 4) Email Marketing :-

Collected emails through discounts and sent regular newsletters with updates, leading to increased customer engagement and repeat business.

### 5) Online Advertising :-

Ran ads on Google and Facebook to target specific audiences and drive traffic especially during holidays.

### 6) Performance Analysis :-

Tracked results using Google Analytics to measure success and made adjustments for improvement.

**Conclusion :-** Sunshine Bakery saw a 50% rise in foot traffic and 30% boost in sales after adopting digital marketing. This case shows how small businesses can benefit from an effective online presence.