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Class: I Case Study:- I

## \* Building a Successful Digital Presence for Sunshine Bakery.

### Introduction:-

In today's world, small businesses like Sunshine Bakery must adapt to the digital age to stay competitive. Sunshine Bakery, a local bakery known for its homemade goods, was heavily reliant on word-of-mouth, flyers, and community events. However, the business struggled to attract new customers outside its local community and faced competition from larger chains.

This case study outlines the bakery's journey as it transitioned from traditional marketing to a full digital marketing strategy, which resulted in an increase in customer footfall and online orders.

### Step 1:- Assessing the Problem

#### Challenge:-

The bakery faced declining foot traffic and limited brand awareness. Despite positive feedback from existing customers, they lacked the tools to reach a wider audience. Their goal was to build an online presence, increase customer engagement, and boost revenue by adopting digital strategies.

Solution:-

The first step to is to transition from traditional marketing to digital platforms. A comprehensive digital marketing strategy was developed, focused on:

1. Building a website.
2. Search Engine Optimisation [SEO].
3. Social Media Marketing.
4. Email Marketing.
5. Online advertising.

Step 2:- Building a website

Action:-

Sunshine Bakery had no online presence, so the first step was to build a simple, user-friendly website with the following features:

- About Us page to tell their story.
- Menu page featuring all their products with descriptions.
- Online ordering system integrated for delivery and pick-up options.
- Contact details and store location for easy customer access.

Outcome:-

The website became the bakery's digital storefront, allowing customers to easily find them

online and place orders. It also gave them a platform to showcase their special offers and seasonal treats.

### Step 3:- Search Engine Optimisation [SEO]:-

Action :-

To increase the bakery's visibility on search engines like Google, the website was optimised for SEO. Key strategies include:-

- Using relevant keywords such as "best bakery and homemade pastries near me"
- Optimising the website's structure, meta tags, and content for local searches.
- Creating a Google My Business profile to ensure visibility in local search results.

Outcomes:-

After optimising their website, Sunshine Bakery saw an increase in organic traffic, and they began appearing in local search results, driving more foot traffic and online orders.

### Step 4:- Social Media Marketing

Action:-

Social media platforms were key in expanding Sunshine Bakery's brand. The bakery started by creating accounts on Instagram, Facebook and Pinterest.

to share visually appealing images of their baked goods.

- Posting pictures of daily specials and seasonal treats.
- Using hashtags to increase visibility.
- Running contests and promotions to engage customers.

#### Outcome:-

By actively engaging with customers and building a local online community, the bakery grew its followers. Posts featuring delicious treats received significant attention, leading to more in-store visits and online orders.

#### Step 5:- Email Marketing.

##### Action:-

The bakery also implemented an email marketing campaign to keep existing customers engaged and attract repeat business. Key steps include:-

- Creating an email list by encouraging customers to subscribe via the website and in-store.
- Sending out weekly newsletters featuring promotions, new products, and special discounts for loyal customers.

## Outcome:-

Regular email updates resulted in increased customer retention, and special email-only discounts helped boost revenue during slower periods.

## Step 6:- Online Advertising:-

### Action :-

To reach a wider audience and drive traffic to the website, the bakery invested in:

- Google Ads targeting local keywords.
- Facebook and Instagram Ads targeting the bakery's ideal audience based on location, demographics, and interests.

## Outcome:-

Paid advertising increased the bakery's visibility beyond its existing customer base, and targeted ads brought in new customers who had never heard of the bakery before.

## Step 7:- Analysing Data and Optimising Strategy

### Action:-

Sunshine Bakery used analytics tools to track the performance of their digital marketing efforts:-

- Google Analytics to monitor website traffic and user behavior.
- Social media insights to see which posts were driving the most engagement.
- Email Campaign metrics to measure open rates and

click-through rates.

Outcome:

By continuously analysing data, the bakery was able to tweak its strategy, focusing more on successful campaigns and optimising under-performing areas.

-Results:-

Within six months of implementing the digital marketing strategy, Sunshine Bakery achieved the following:-

- i] 30% increase in foot traffic to the store,
- ii] 40% increase in online orders through website,
- iii] Significant growth in social media followers and customer engagement.
- iv] A stronger online presence, appearing in the top results for local bakery searches.

This case study shows how a small business like Sunshine Bakery can thrive in the digital age by embracing digital marketing. By building a strong online presence, optimising for local SEO, engaging with customers on social media and using data to refine strategies, Sunshine Bakery was able to boost both foot traffic and revenue, setting a path for long-term success.