

CASE STUDY

TEA FORTE

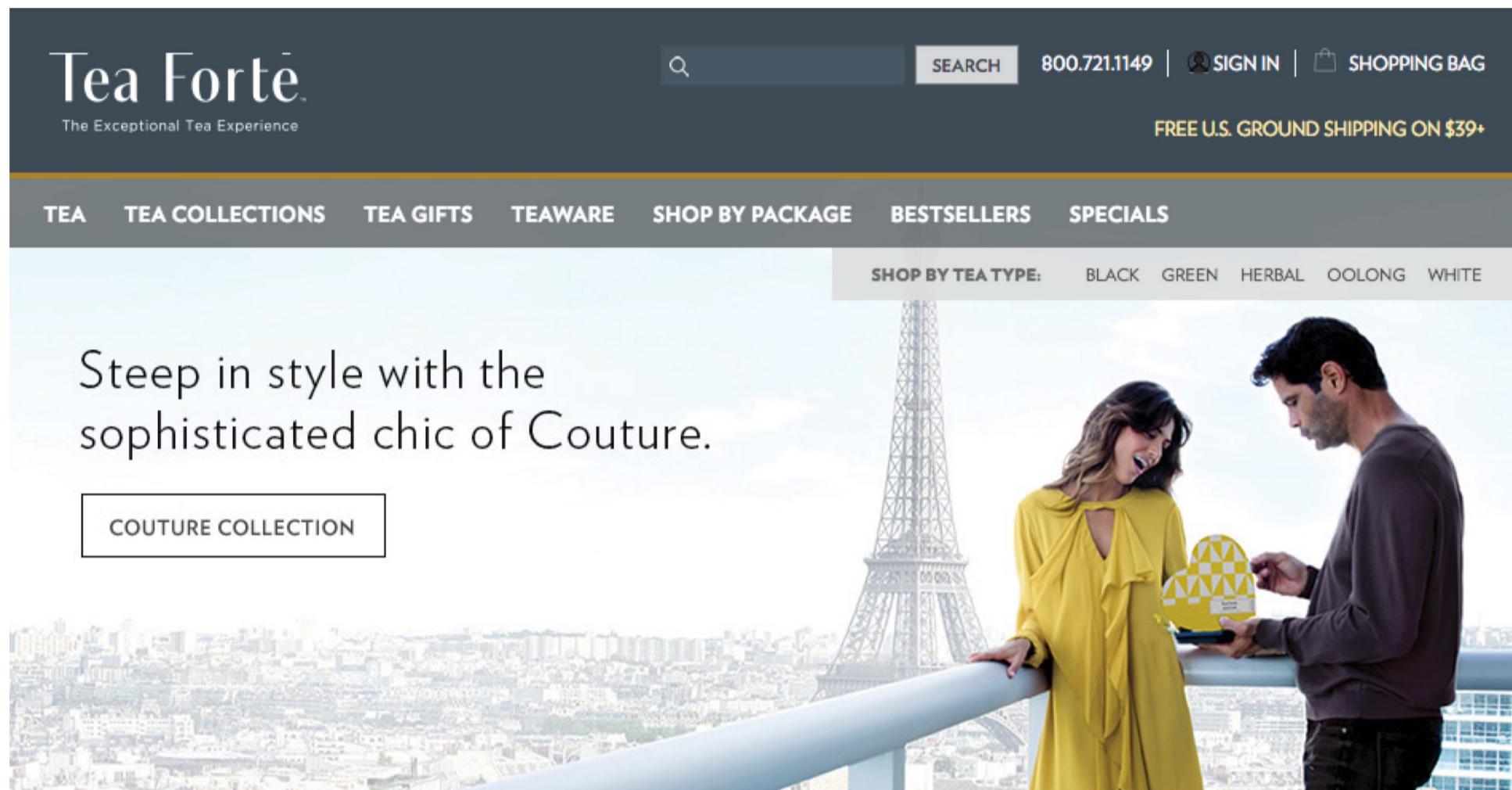
REFRESH WEB PRESENCE AND E-COMMERCE STORE

01

BACKGROUND
SOBRE EL PROYECTO

The exceptional tea experience.

As one of the most recognized and unique tea experiences in the market, Tea Forté had fallen behind its own motto of avant garde design and modern look and feel. They felt their conversions and overall sales were being affected and wanted to modernize their e-shop. They tasked Micstura to help them update Teaforte.com's user experience, update its interface design, all while maintaining its legacy systems.



Tea Forté's digital brand presence in 2016 and prior.

02

OUR APPROACH
EL PLAN DE ATAQUE

Following our process, we jumped head first into finding out everything available about the Tea Forté customer from existing data and shopping patterns. We then moved into conducting indepth interviews with key stake holders and customers. We second the effort by running a specific survey to mid-to-top customers for TeaForte.com. What we found was nothing short of eye-opening data that helped shape, not only the new web presence, but the way Tea Forté conducts business today.

In-depth Interviews

FORTÉ REWARDS
TREAT YOURSELF TO 5% EARNINGS
ON EVERY ORDER
[LEARN MORE](#)

PRESENTED AT PREMIER HOTELS, RESORTS AND SPAS
WORLDWIDE WITH A SHARED COMMITMENT TO THE
EXCEPTIONAL TEA EXPERIENCE.
[LEARN MORE](#)

TEA FORTÉ
ABOUT TEA FORTÉ
FORTÉ REWARDS PROGRAM
STORE LOCATOR
CORPORATE GIFTS
WHOLESALE INQUIRIES
GLOBAL SITES
CAREERS
EXIT SURVEY

TEA & TEAWARE
NEW TEAS
BEST SELLERS
LOTUS TEA
SKIN SMART TEAS
ICE TEA
TEA INFUSERS & TEAWARE
TEAPOTS
TEACUPS
TEA GIFT SETS

READ ABOUT TEA
TEA LIVING
ABOUT OUR TEA INFUSER
LEARN ABOUT TEA
BEYOND THE CUP
ENTERTAINING WITH TEA
TEA RECIPES

EXCLUSIVE HOUSE
PURVEYOR OF FINE TEA
JAMES BEARD FOUNDATION

CUSTOMER EXPERIENCE
CONTACT US
CUSTOMER EXPERIENCE &
FAQ
RETURNS & EXCHANGES
SHIPPING
SITEMAP

CONNECT WITH US
f p t g+ v

HAVE YOU TRIED OUR RELAXING CHAMOMILE TEA? OUR LOOSE LEAF TEA, DARJEELING TEA, ORANGE PEKOE, LAPSONG SOUCHONG AND JASMINE TEA ARE SOME OF OUR BESTSELLERS.

CONTACT US: 1-800-721-1149 | INFO@TEAFORTE.COM | TEA FORTÉ, 23 BRADFORD ST, CONCORD, MA 01742 USA
© 2015 TEA FORTÉ. OUR [PRIVACY POLICY](#). ALL MATERIAL ON THIS SITE IS COPYRIGHTED BY TEA FORTÉ, INC. TEA FORTÉ® IS A

Survey Sample

We carried out an online survey to 400 high income, specialty tea drinkers to better understand:

- Unaided brand awareness, aided brand awareness, familiarity
- Decision drivers and performance
- Unaided descriptors, aided descriptors
- Product appeal
- Tea consumption patterns
- Information sources/channel preferences
- Tea purchase behaviors
- Brand personification
- Tea Forté deep-dive

Do you like simple incentives?

Definitely yes

Probably yes

Might or might not

Probably not

Definitely not

Enter email at which you wish to receive your incentive.

→

Key findings about tea drinkers

Even in our target demo, grocery stores reign for awareness and purchase

Tea is a powerful tool to decompress... but consumers take pride in the health benefits as well.

Tangible, in-person encounters tend to be how consumers find a new tea product (at the shelf or in other stores)

Tea drinkers tend to be ex-coffee drinkers.

Tea drinkers search for this type of in when purchasing tea:

56%

Tea Varieties Available

39%

Health Benefits of Tea

52% **Sales & Discounts**

35% **Reviews & Ratings**

39% **Store Locations**

32% **Recommended Varieties to Try**

If **tea forte** were a person they would be...

03

OUR PLAN

NUESTRO PLAN

With the target demographic better defined, we proceeded to create a plan that would allow Tea Forté to grow exponentially while speaking to their customers at a personal level.

Our goals focused around growing our social media presence and to create ongoing digital campaigns that provided a positive ROI.

18X**25%**

increase Instagram followers from 1K to almost 20K followers in 8 months

increase traffic through UX improvements on the new site

300%

average Return on Investment for each campaign run

3X

increase in sales through the use shoppable tags.

Free US shipping on orders \$25+*

Tea Forte™

TEAS

TEA ASSORTMENTS

GIFTS

TEaware

SPECIALS

SEARCH

STORES



0

Steep with elegance

Unwrap and reveal the full flavor of tea with our innovative, pyramid-shaped tea infusers.

[SHOP THEM ALL](#)

Miami // Design District // Adventure

MATCHA SINGLE STEEPS®
SAMPLER

15 LOOSE TEA POUCHES

\$35.00

INTRODUCTION TO THE WORLD
OF MATCHA

\$128.00

CEREMONIAL MATCHA BOWL
SET

THE ART OF JAPANESE PRACTICE
AND PERFECTION

\$65.00



POOM

ARTISAN DOUBLE-WALLED GLASS

\$18.00

— DISCOVER —

OUR COLLECTIONS



HANAMI

TART CHERRIES, FRAGRANT FLOWERS AND ORGANIC GREEN TEA

Named for the annual Japanese flower viewing festival, each cup invites tea lovers around the world to breathe in, behold, and appreciate the fleeting beauty of spring flowers in bloom.

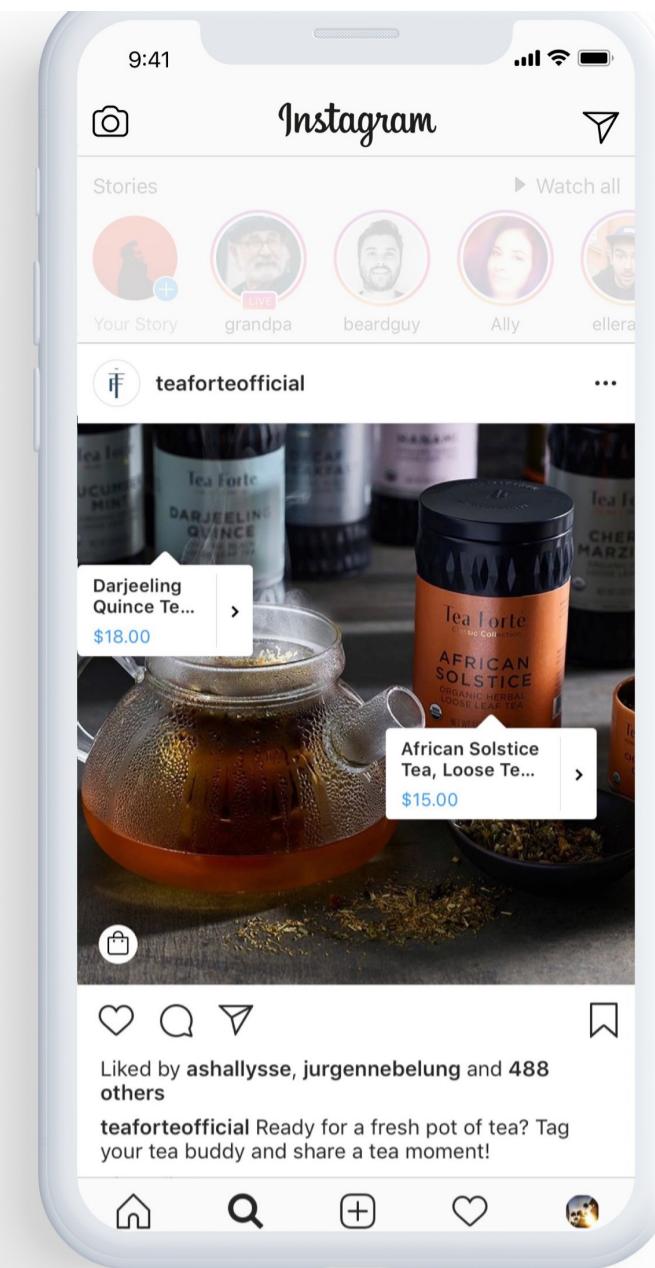
[VIEW HANAMI](#)

Shoppable Tags

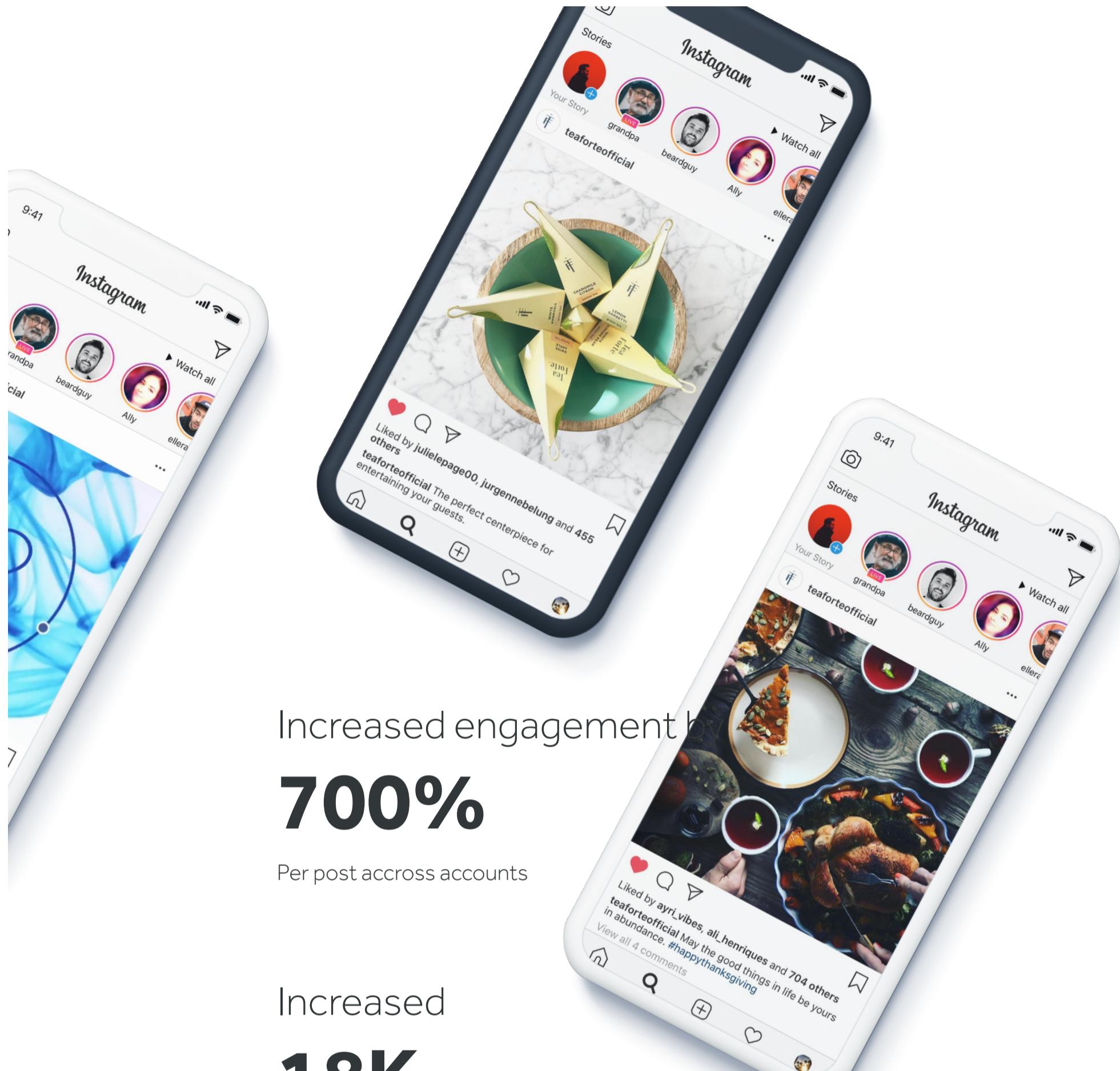
A first in the CPG category, Tea Forté, with our help, was able to gain access to one of the most sought after features of Instagram, shoppable tags.

Only available to non-CPG business accounts and influencers, shoppable tags are a commodity only available via Shopify or BigCommerce

With shoppable tags enabled, we helped Tea Forté turn impressions and likes into customers and transactions...



**ALWAYS ON SOCIAL MEDIA
INCREASED BRAND RECALL 3X
AMONG TEA DRINKERS**



Increased engagement by

700%

Per post accross accounts

Increased

18K

Followers in 8 months

dále, subscribe to our newsletter

[subscribe](#)

NEXT CASE STUDY**SURINAM AIRWAYS****STRATEGY, DIGITAL MARKETING, SOCIAL MEDIA & WEB**

All the products that we do
are really cool! We invest
the whole soul developing
every detail in the projects

[Home](#)[Our Clients](#)[Privacy Policy](#)[About Us](#)[Team](#)[Terms & Conditions](#)[Portfolio](#)[Testimonials](#)[Code of Conduct](#)[Services](#)[Career](#)[Contacts](#)[Lookbook](#)[Contact Us](#)

Copyright © 2007-2018 micstura. All rights reserved