**Case Study: 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.**

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**Key Steps**

**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 customer 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.**

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**Conclusion**

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