

*Brandini Toffee*

CASE STUDY

# BRANDINI TOFFEE



# CASE STUDY

As a full-service digital marketing agency, Digital Native assists clients by supporting their various ad strategies, including paid search.

By analyzing key data, Digital Native determines the most effective strategies for improving the results of paid ad campaigns.

During this process, each client's unique needs are taken into account.

Digital Native strives to fully understand what those needs are and how they can be met. This enables clients to reach their specific goals and beat their competitors. At Digital Native, no shortcuts are taken.

Instead, great care and consideration goes into every plan of action, ensuring clients are satisfied with the outcome.

# THE CHALLENGE

- The client had zero online advertising history, leaving no data, milestones, or benchmarks to work with
- Without any history, there was no idea of which keywords and audiences would drive success
- Accounts, ad copy, and everything else had to be created from scratch

# THE APPROACH

- Conducted in-depth research to find and utilize the most effective keywords
- Organized ad groups for relevant targeting
- Implemented best practices for immediate success
- Created persuasive ads with striking images, convincing copy, and strong CTAs



# THE RESULTS

**\$90,000**

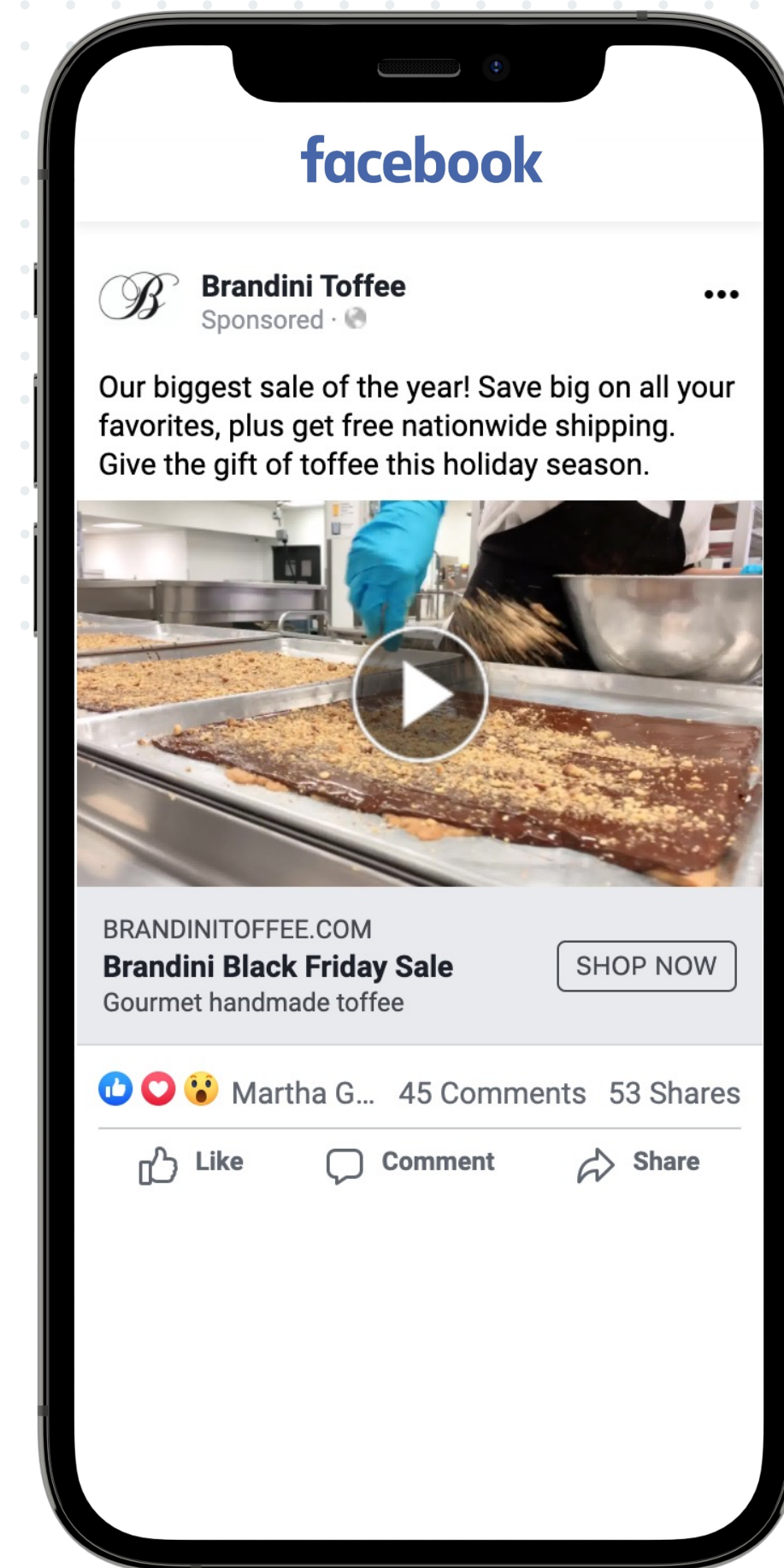
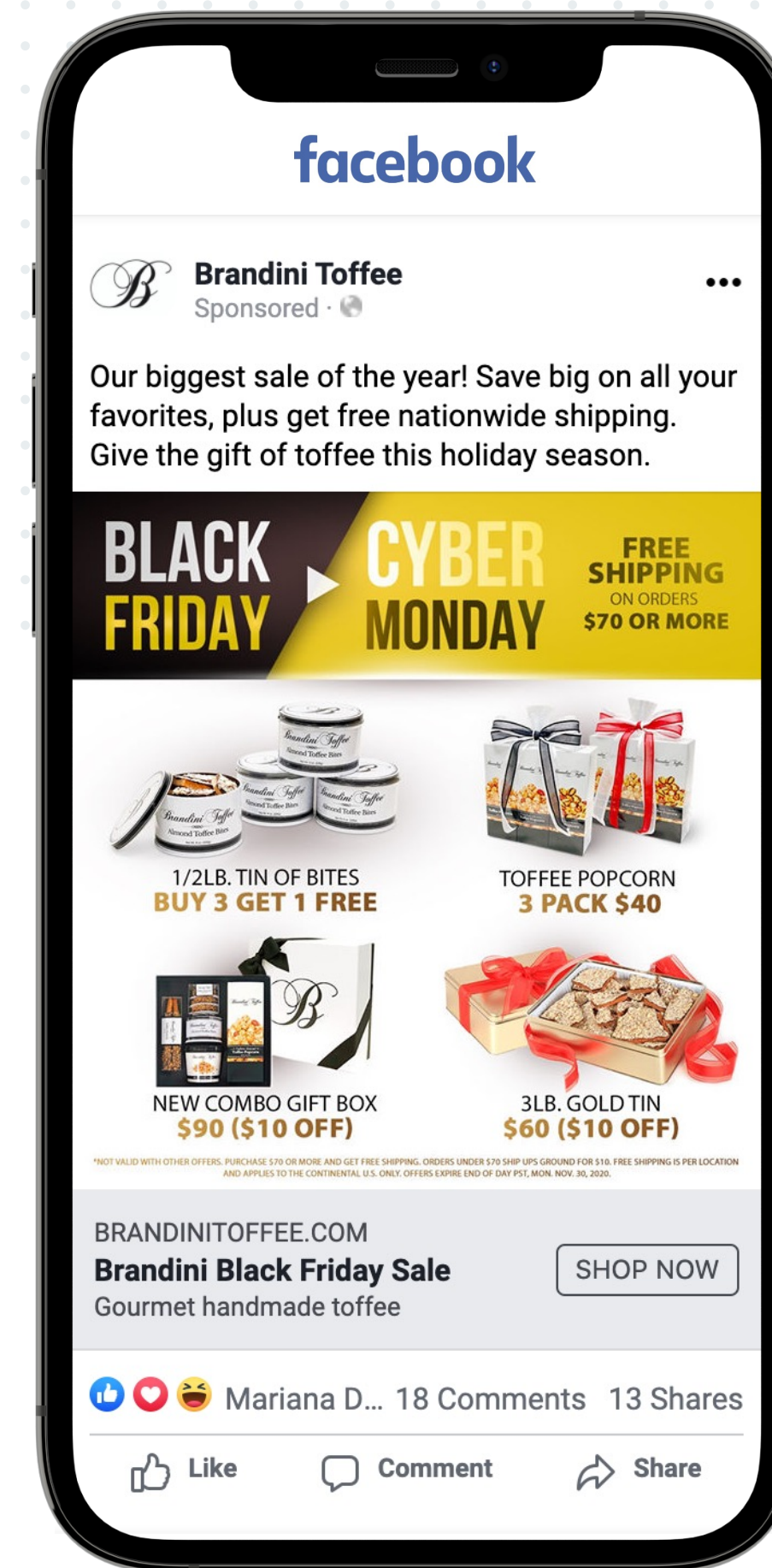
GENERATED FROM  
GOOGLE ADS

**\$93,000**

GENERATED FROM  
SOCIAL ADS

**300 sales & over \$21k**

FACEBOOK BLACK FRIDAY/CYBER  
MONDAY SALES GENERATED



# BRANDINI'S STORY

With a reputation for producing world-class toffee, Brandini is a popular Palm Springs business.

It's hard to believe this local favorite began as a simple fundraising project in 2006.

While in high school, Brandon Weimer and his close friend sold toffee in order to raise money for a class trip to Italy. The project was a major success, achieving far more than a trip abroad.

It was the start of a thriving business. Now Brandini continues to create delicious toffee that wows customers.

Although located in Palm Springs, Brandini aims to reach customers all over the world. That's why the company needed to go beyond traditional advertising strategies and enter the world of online marketing.

But Brandini had absolutely no experience with online campaigns. The company needed help.

Fortunately, Digital Native was up for the task.

*Brandini Toffee*



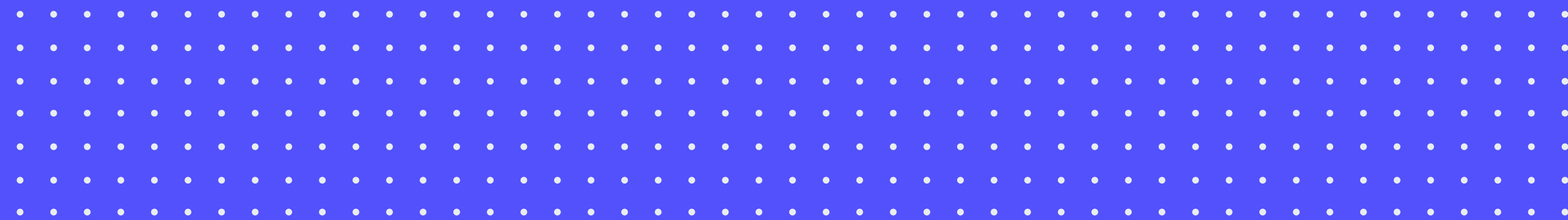
# THESE STEPS LED TO SUCCESS

While working with Brandini, Digital Native faced the challenge of starting everything from square one. There was no data, keywords, ad copy, or really anything that could kickstart the process.

But Digital Native wasn't intimidated. On the contrary, this challenge was turned into an opportunity.

Instead of spending time identifying and resolving existing account issues, Digital Native implemented best practices right from the beginning. That allowed Brandini's online efforts to get started on the right foot.

Here's what was done.



# GOOGLE ADS

## Set Up Account for Success

- Set account to prefer best performing ads in order to attain best possible results
- Turned on location targeting to reach more local customers
- Excluded certain locations where conversions were least likely
- Used smart bidding to maximize conversions without going over budget
- Measured traffic with pixels, to ensure users were responding to ads

## Launched 3-4 Primary Campaigns

- Included branded keywords to increase conversions
- Added non-branded keywords to get more leads
- Implemented smart shopping for efficient campaign management

Ad · [www.brandinitoffee.com/california](http://www.brandinitoffee.com/california) ▾

### Brandini Toffee | California Handmade Toffee

Treat Yourself to Something Special or Share your Favorites with Friends & Loved Ones! Brandini Gourmet Toffee. Get All Your Favorites. Free Nationwide Shipping Over \$70! Gourmet Toffee. See Our Story. Toffee Popcorn. Toffee Bites. Types: Almond Toffee Bites, Nut Free Toffee Popcorn, Cashew Toffee Popcorn, Almond Toffee Crumbles, Dark Chocolate Toffee

#### Nut Free Toffee Popcorn

Air Popped Corn & Buttery Award Winning Toffee.

#### 1lb Almond Toffee Box

Dark Chocolate & Fresh Roasted Almonds. Scrumptiously Rich.

#### 1/2lb Almond Toffee Bites

Toffee and Dark Chocolate Sprinkled with Roasted Almonds.

#### Almond Toffee Crumbles

Sprinkles Make Everything Better. Great on Yogurt, Ice Cream & More!

Ad · [www.brandinitoffee.com](http://www.brandinitoffee.com) ▾

### Brandini Toffee | Give the Gift of Toffee

Gift Giving is a Brandini Tradition. Share your Favorite Toffee with Friends & Loved Ones! Order by Dec 12th to get it in time for Christmas! Gourmet Toffee. See Our Story. Toffee Popcorn. Toffee Bites. Types: Almond Toffee Bites, Nut Free Toffee Popcorn, Cashew Toffee Popcorn, Almond Toffee Crumbles, Dark Chocolate Toffee

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Ad · [www.brandinitoffee.com](http://www.brandinitoffee.com) ▾

### Brandini Toffee | Free Shipping Over \$70

Handmade Toffee with Simple, High-Quality Ingredients. Shop Our Entire Collection. Brandini Gourmet Toffee. Get All Your Favorites. Visit Our Online Toffee Shop Today! Gourmet Toffee. See Our Story. Toffee Popcorn. Toffee Bites. Types: Almond Toffee Bites, Nut Free Toffee Popcorn, Cashew Toffee Popcorn, Almond Toffee Crumbles, Dark Chocolate Toffee

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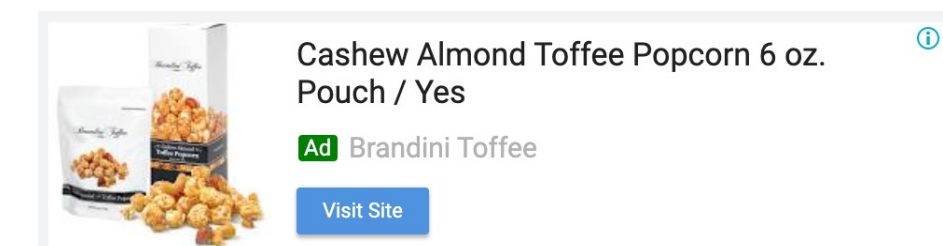
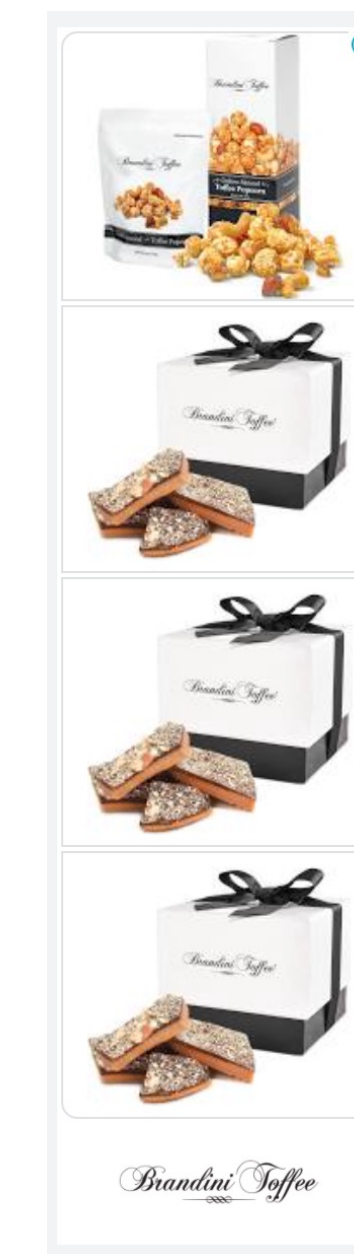
# GOOGLE ADS

## Organized Ad Groups to Reach the Right Customers

- Separated groups by keyword match type, using broad match modified to reach a wider audience, and exact match to target the most promising users
- Used 5-10 keywords per group for easy scanning, tracking, and bidding
- Included negative keywords to narrow search and cut costs
- Limited the number of ads per group for best performance

## Created Attention-Grabbing Ads

- Wrote compelling ad copy that encouraged action
- Incorporated relevant keywords into headlines and descriptions
- Included CTAs that prompted conversions
- Added extensions that made ads more informative and compelling





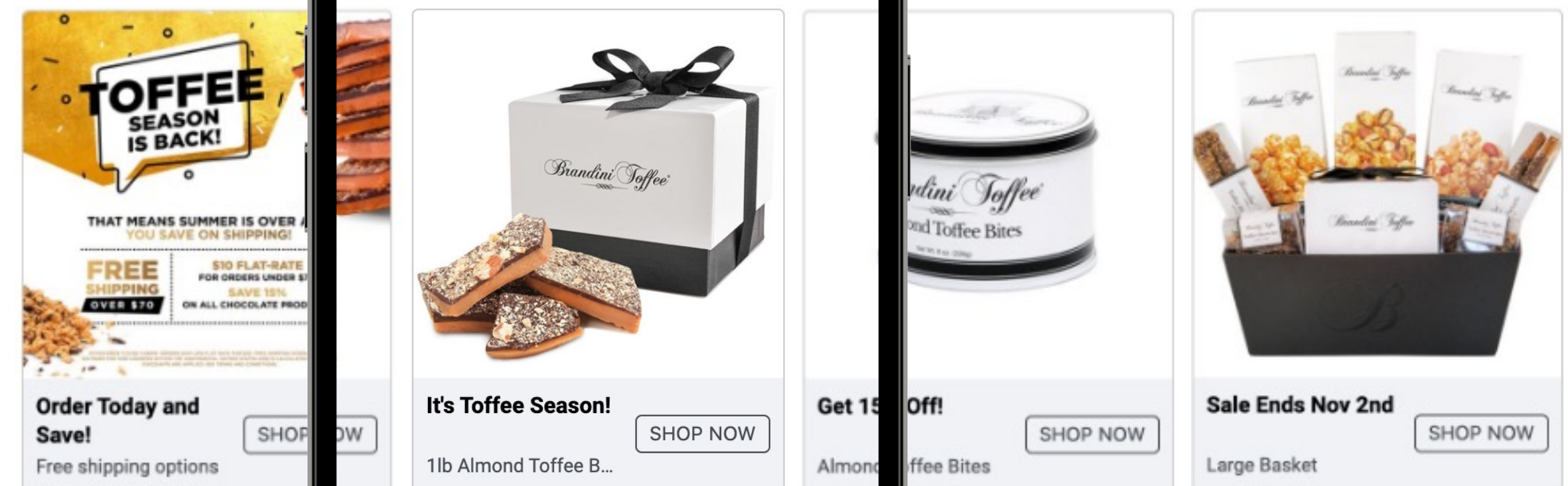
# SOCIAL MEDIA ADS

## Targeted Large Number of Potential Customers

- Set up pixels to track campaign success
- Created lookalike audiences to reach more potential customers
- Added more audiences with relevant interests and behaviors

## Produced Effective Ads that Convert

- Designed eye-catching ads with all the right ingredients
- Developed creative testing strategy to perfect ads for even greater returns



# GETTING THE RESULTS THEY WANTED

So, what happened after that? Success!

Google Ads alone generated over **\$90,000** from October through December.

With an additional **\$93,000+** from social media ads, total revenue from online advertising exceeded **\$180,000**.

Brandini's Facebook holiday sale contributed by generating 69 sales, which earned **\$8,000**. It's pretty clear that Brandini's online advertising is really paying off.

This extra income will go a long way towards helping the company grow bigger. Even better, Brandini can continue giving back to the community by encouraging students to pursue entrepreneurship and donating their amazing products to non-profit organizations.





# GET IN TOUCH



[AFDIGITALNATIVE.COM](http://AFDIGITALNATIVE.COM)

