



Digital Marketing Solutions
for Small Business Success

CASE STUDY:

In Blue Handmade

Pisgah Peaks Ventures





The Issue



In Blue Handmade generated a large percentage of their business from Etsy, and wanted to invest into improving their Shopify store revenue.

They hired Pisgah Peaks to:



Perform a complete front/back end website audit



Build an email/SMS marketing system



SEO Audit + Improvements



Launch Ad Campaign



The Website Solution

We performed a website audit to look for conversion rate optimizations.

We reviewed all website assets, set up an exit intent survey, and made a variety of adjustments including:



Clearly defined FAQs
handling customer
objections



Identified common objections
through exit intent analysis and
adjusted accordingly



Improving CTAs and
UI/UX of the site



Increasing site speed &
improving navigation

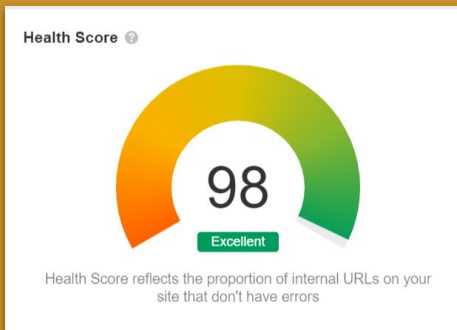


The SEO Solution



We performed a visual/manual audit of the backend of the site using software tools like Screaming Frog, Ahrefs, and Google core web vitals to deduce actionable SEO improvements.

Our Improvements:



We performed 400+ point analysis; remedied many technical and on-page SEO issues.

Including cannibalized product pages, poor meta descriptions, slow site speed, dead links, no internal linking structure, product finder quiz added (SEO is about page experience).

We moved website to 95+ scores across a broad range of SEO industry software and through many Google metrics.



Email Solution

We came in and wrote, designed, implemented and tested key flows within Klayivo. We also helped with email campaigns

Overall did 30K in revenue.



IN BLUE HANDMADE

HANDMADE FOR a lifetime of memories.

As a returning customer at In Blue, we want to thank you for adding more of our handmade goods to your collection and care just for you.

We hope you love your new leather accessories! Handmade with love, leather goods will wear beautifully as the years go by.

IN BLUE MOOD BOARD

IN BLUE HANDMADE

WELCOME TO IN BLUE!

Welcome to In Blue Handmade! Where bags are more than just a statement piece. They give back. Stop turning your eyeballs on really promotional boxes, brewed coffee, and missives on the customer, we are passionate about.

Handmade & heart-warming

Once a one-woman production in Southern Illinois... In Blue Handmade has flourished and from founder Mary Lynn Shropshire to our 17 fine local Asheville residents (and our 100% recyclable paper) With a passion for handmade leather and wood crafts, diverse team it made up of all kinds of artists, musicians, and creatives, that heart together to design and produce everyday life. Learn more about our story and USA-made, eco-conscious pieces, now.

IN BLUE HANDMADE

It goes without saying we love the goods that we craft... and our buyers share the love!

Hence, our 20,000+ 5 Star Reviews and counting... [View Reviews](#)

So, don't take our word for it - hear it from our In Blue Handmade family!

IN BLUE HANDMADE

Leave something behind?

No worries - it's in good hands! We'll save the items in the cart until you're ready to bring them home.

[RETURN TO CART](#)

THE CLASSIC LEATHER TOTE

The classic is ELITE leather and the scent is everything you want it to be. Love the natural color, variation of the leather and the size is perfect.

WAXED CANVAS CONVERTIBLE BACKPACK

The canvas backpack is beyond anything I could imagine! It is stylish and not just the color, everything they create. This bag is beautiful, and I get endless compliments.

CLASSIC LEATHER TOTE

This bag is STUNNING! The leather is soft and makes on all the pieces. They're all more engaging than I could have ever imagined! They were covered in April, also love that you make us donate!

CROSSBODY LEATHER SATCHEL

This satchel is beautiful and well made and the quality is super amazing! I can't wait to get this bag for my work and I'm sure you'll be able to get it done and made in time. I couldn't be more pleased with the quality and the customer service!

Now, go see what everyone is talking about... Shop our collection of hand-crafted leather goods that give back too.

[Shop in Blue & Feed America!](#)

EVERY BAG GIVES 20 MEALS TO FEED A MILE THROUGH FEEDING AMERICA

20,000+ 5 STAR REVIEWS AND COUNTING

CLASSIC LEATHER TOTE

CROSSBODY LEATHER SATCHEL

IN BLUE IN THE WILD

You got new! But don't you're not alone! - and Facebook to join our friends! In addition, in scenes, new products!

We love seeing In Blue in the wild on Instagram. Here's our favorite recent photos shared with @inbluehandmade!

Thank you for sharing this beautiful pic & tag @inbluehandmade!

Love your new In Blue goods! Snap a pic & tag @inbluehandmade!

We're always looking for new creatives ways to show you off.



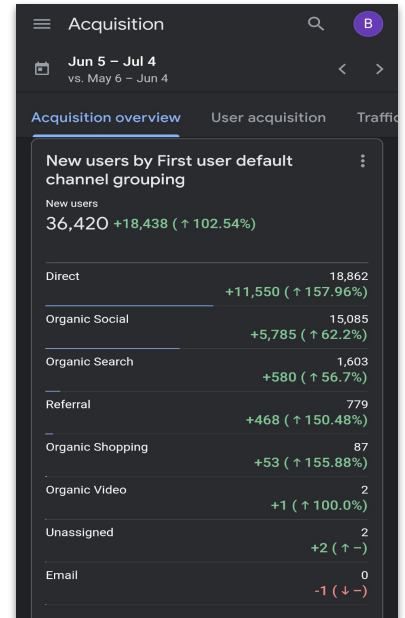
The Results

Conversion Summary

\$32,864.66 +862.18%

Klaviyo attributed revenue

 Campaigns	\$21,451.96	(65%)
 Flows	\$11,412.70	(35%)



2/22 - 5/23

Total Revenue: **\$71,185** | Revenue from Klaviyo: **\$15,227 (21%)** | Flows: **\$4,811 (7%)** | Campaigns: **\$10,416 (15%)**
Email: **\$15,227 (21%)** | SMS: **\$0 (0%)** | Push: **\$0 (0%)**