

Client: Cape Flower Fields in Valley Center California

Project: E-commerce web site

SNAPSHOT

Cape Flower Fields was established in 2000 propagating and growing South African and Australian plants and flowers. Seeds for the plants were imported and used in the nursery on the property. Word got out that Cape Flower Fields were importing Protea seed, and to satisfy the growing demand, an e-commerce web site was created. The following year, feedback from the monthly newsletter made it clear that customers also wanted the protea flower bouquets. This led to the formation of DiscoverProtea.com.

An e-commerce solution had to be adopted.

CREATE THE CONCEPT

Establishing a clear and memorable identity was the first step.



MARKETING OBJECTIVE

- To build awareness for the Protea floricultural industry
- To sell Protea flower bouquets and Protea products into the market
- To establish an 'layer marketing campaign' i.e. each campaign must compliment the next 'layer', and build momentum for Protea flowers and products

UNIQUE SELLING PROPOSITION (USP)

Cape Flower Fields have built a reputation for delivering the freshest quality **#1 Select Designer Grade Protea Bouquets** directly to consumers. The Freshness Guarantee promises to deliver flowers that will hold true to the greatest benefit of Protea flowers: a long vase-life. *Flowers that are cut today are shipped the next day—ensuring a long vase-life in your vase, not in our cooler!*

SOLUTION

Two e-commerce web sites were created. Intensive Search Engine Marketing and Search Engine Optimization campaigns were launched. Google AdWords and AdSense accounts were opened, in addition to Yahoo! directory inclusion and a Yahoo! Search Marketing account was established. A public awareness campaign was started educating the public about the benefits of Protea flowers.

www.DiscoverProtea.com



www.capeflowerfields.com



TECHNOLOGY

An e-commerce solution was obtained from 1Shoppingcart.com and a merchant account was established through Authorize.net. The Auto Responder package offered by 1Shoppingcart.com was used as the E-mail Service Provider (ESP). A separate opt-in was created for marketing e-mails—in addition to the monthly newsletter list.

Web design technologies such as XHTML, CSS, Flash and Javascript was used for the corporate web site.

PROGRAM RESULTS

The web sites did not attract high volumes of visitors, but an average conversion rate of 35% was achieved during 2006. 70% of orders during 2006 was as a result of repeat or referral business. An Ad Tracker campaign conducted through 1ShoppingCart.com revealed a Click-Sale Conversion rate of 14.9% with a visitor value of \$8.76 per click.

A continuing Public Relations program is certain to increase the performance of the business model. Sales volume in the first half of 2007 has exceeded the total sales for 2006.

