



BFG DIGITAL



ARE YOU OPTIMISING YOUR ONLINE SALES POTENTIAL?

Find out how Built for Growth Digital helped Ann's Cottage become one of the largest online retailers of surf wear and accessories in Europe.





SURFS UP FOR ANN'S COTTAGE!

The story of Ann's Cottage began in 1978 on Polzeath Beach in Cornwall, when a small village shop attached to a petrol station began selling and renting out surfboards and wetsuits to aspiring surfers.

Whether you're a beginner or a pro, Ann's Cottage has everything a customer will need to hit the water, or be seen in the very latest fashion for the street. The shop stocks over 10,000 items from a range of iconic brands including: O'Neill, Animal, Nike SB, Levi's, Vans, Billabong, Timberland and Superdry.

Now 40 years on, Ann's Cottage has become the UK's number one surf lifestyle brand. There are 14 stores across the country and a hugely successful eCommerce business selling to thousands of customers in over 60 countries every year.

Visit annscottage.com



THE DIGITAL CHALLENGE

After trading online for 10 years, in 2017 Ann's Cottage were struggling to reach their potential in their eCommerce enabled sales performance.

Their technology infrastructure was creaking and their incumbent digital marketing agency was not delivering anything close to the expected returns and most importantly, the online experience did not match their unique in-store experience.

The Senior Management Team agreed it was time to make a change and embrace a new eCommerce platform, a new website, and a new digital marketing agency to ensure they could deliver their online strategy and achieve anticipated revenue opportunities.

In early July 2019 Ann's Cottage set a specific (and incredibly challenging) timeline for the end of October for the launch of their new eCommerce platform in preparation for Cyber Week and the particularly important Q4 in eCommerce period.

Therefore, it was crucial to appoint a new digital agency who could bring them to the next level of eCommerce, ensuring their website not only functioned and converted but also made the end user feel that they were ultimately right by the sea. This experience was to be brought to them through the UX, imagery and messaging across the site.

Ann's Cottage engaged with and assessed multiple agencies before selecting BFG commenting:

"Nobody made us feel quite the way BFG did. Their team spirit and values are very closely aligned to our own and they show a complete understanding of our strategy and objectives."

THE BFG SOLUTION

- Brand new, relatable website built around core buying persona UX
- Multi-channel digital marketing support, managed in real time
- Genuine relationships and embedded support – constant and immediate access to their BFG project partner from 'how to do's' to strategic business input

As a key part of the research & discovery a full audit was undertaken prior to web build to ascertain the specification for any custom integrations to ensure the switch of platform ran smoothly in terms of order management, maintaining stock levels etc. Extensive quality assurance was conducted prior to going live to ensure there were no unforeseen hurdles and the site went live without a hitch.

The brand new Ann's Cottage website went live on 29th October and the BFG Digital Marketing team hit the ground running at the launch with three marketing channels (Google PPC, Paid Social & Affiliate).

BFG worked closely with the Ann's Cottage in-house design team to capture the customer on a social media journey which ensured Google advertising quickly directed the user to their end goal. This, bolstered with affiliate marketing on blogs and reputable voucher sites kept the users coming back for more. Clever targeted strategic email planning was also used to help grow this side of the business at a low cost to re-engage with customers

Managing the three channels under one roof was a powerful success ingredient meaning that a unified cross-channel strategy could be established to maximise the volume of high-quality traffic being sent to the site.

There were weekly meetings held to collaborate and work on the strategy. Along with an extensive delivery and the in-house design experience, there was an experienced and knowledgeable account manager who slotted seamlessly into the surf shop's team. It was fair to say that BFG has been instrumental in bringing Ann's Cottage online presence to where they are today.

WHAT REAL IMPROVEMENTS DID THE BFG SOLUTION DELIVER?

The results from the BFG solution speak for themselves:

- 845% Overall Revenue Growth
- 181% Conversion Rate Uplift
- 170% Increase in ROAS
- 10x Growth in PPC Revenue
- 6 Figure Monthly Paid Social Income
- 6 Figure Monthly Affiliate Marketing Income



In addition, the company managed to smash its record sales day on Black Friday in which revenue was a massive 90% higher than their previous record with the full Cyber Week seeing an exceptionally impressive growth of over 105%!

Domestic market sales dwarfed international sales before moving to BFG but international progress has been immediate as shown across Ann's Cottage top five target countries:

- **USA has had an increase in revenue of 200%**
- **Australia –1800%,**
- **Germany – 390%,**
- **France – 38%**
- **Ireland – 890%**
- **1,177% Better USA Conversion**
- **5.000% Revenue Growth in Australia**

Digital Marketing for Ann's Cottage has also had a fantastic start.

- Google PPC has brought in 182% more revenue since going live while bringing the Cost Per Acquisition % down by 35%, saving Ann's Cottage a substantial amount of money while also generating significantly more sales.
- Affiliate Marketing was a brand-new service introduced to Ann's Cottage by BFG and already the BFG team has secured lucrative publisher marketing deals as well as running the account at an exceptional 3.97% CPA.
- Paid Social Media Marketing channel was also added by BFG producing effective targeting and excellent optimisation of the account which is running at a fantastic 8% CPA.

WHAT THE ECOMMERCE MANAGER AT ANN'S COTTAGE HAS TO SAY:

"As soon as we signed up with BFG it was like a sigh of relief to me because immediately I felt I had people to bounce ideas off.

The BFG eCommerce consultants come with amazing ideas and then have the team behind them to roll those ideas out. We're not going to another agency or other people to make it happen. It is a completely different way of thinking. It just works. It works perfectly.

Google ads has been a major channel for us but the CPA from our previous agency, regarded as one of the best in Europe, was going completely the wrong way, just up and up. Since BFG took over, CPA has come down by a third, conversion rate has gone up and revenue has gone up dramatically and that's just one area that has been a huge, huge improvement.

I wouldn't hesitate to recommend BFG. From the top down, if you are a small, medium, or large business who want to develop digital marketing or grow further into different countries, BFG are the perfect company to work with. Built for Growth are the first company in 20 years of working in eCommerce that I honestly believe do offer the expertise and support you require to move your business forward."

Luke Fox, Ann's Cottage eCommerce Director





LET'S HAVE A CONVERSATION

BFG clients always feel valued and that we are fully aligned with their plans because every solution is tailored to the requirements of each individual business we work with. We don't work to a template and there is no 'one size fits all.'

It's only by working in this personalised, bespoke way that we have clients who want to tell other businesses about us. It's fair to say that everyone at Ann's Cottage was stoked with the results achieved by BFG!

With the high street in turmoil and ever-increasing competition for online sales, it is crucial to ensure your eCommerce strategy is supported by the very best technology infrastructure and digital marketing professionals.

If you would like to discuss any component of your digital marketing mix, we would be delighted to hear from you.

BUILT FOR GROWTH DIGITAL – PART OF THE ARDMORE GROUP (ARDMORE, BUILT FOR GROWTH DIGITAL, LK COMMUNICATIONS)

At the Ardmore Group, we provide business owners, CMOs and eCommerce managers with peace of mind, with access to a relentless and committed team of award-winning experts in the fields of advertising, design, communications, PR, Digital, Social and eCommerce.

Our combined skillsets are unique and as a shareholder in a global communications group with over 70 network agencies in more than 40 countries - Worldwide Partners — our insights, understanding and influence stretch all over the globe.

We're extremely invested in the success of the brands with which we work and obsess about helping them achieve spectacular results that are effective and measurable.

Get in touch and we could do the same for you.

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