



SHORELINE FRUIT

Always aligning to their mission to provide quality wholesome fruit products for the world to enjoy – Shoreline Fruit is a grower, processor and marketer of a full complement of the finest cherry products and other dried fruits – available anywhere in the world.

THE ASSESSMENT

Without the ability to measure ROI on marketing initiatives and no integrated digital marketing strategy, Shoreline was operating at a disadvantage.

Though their website effectively meets the needs of direct visitors, Shoreline Fruit was missing a vital component – a holistic marketing strategy designed to expand its audience, reaching those still steps away from the “visit a website” piece of the customer journey. They had built it but the audience wasn’t coming. We dug into the data-driven realities of Shoreline Fruit’s ideal/targeted audience. Using this market research data and our understanding of the stages of the customer “path to conversion,” Advance 360 fashioned a comprehensive campaign, focused on identified targets as well as others determined during our collaboration with Shoreline Fruit. Next steps involved converting this knowledge into action.

SOLUTIONS

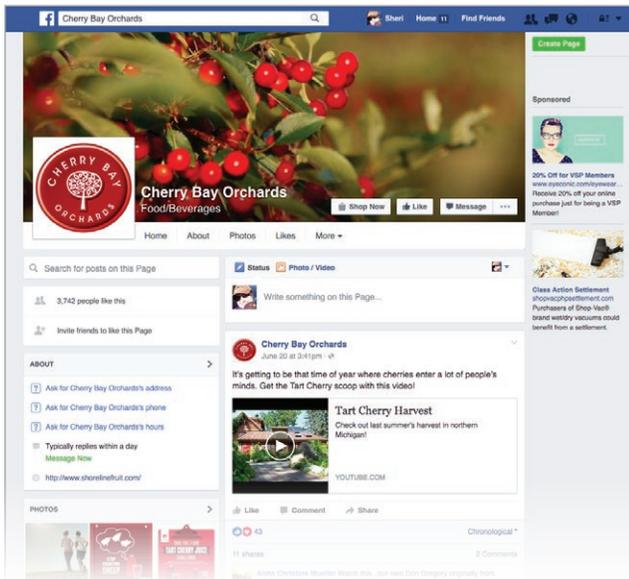
- SEM
- Social Media
- Sponsored Content
- Creative Services
- Digital Display
- Remessaging



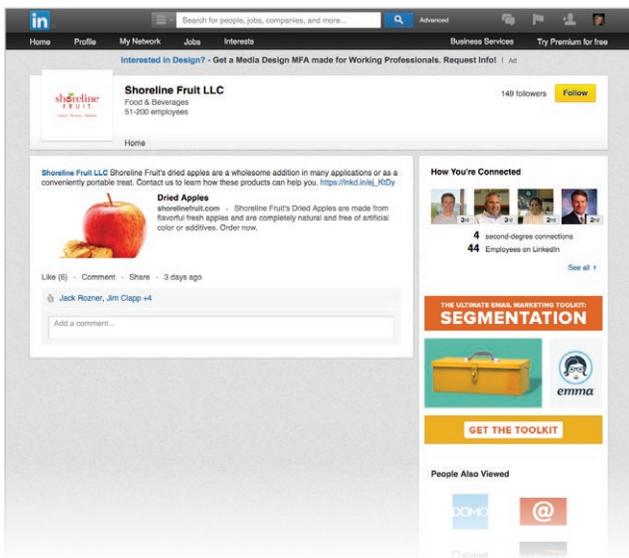


To build a truly loyal and actively converting audience, it was important to share Shoreline's value differentiators: USA products, GMO free, from grower owned and operated farms and an adherence to mission and values in all aspects of this farm-to-consumer business.

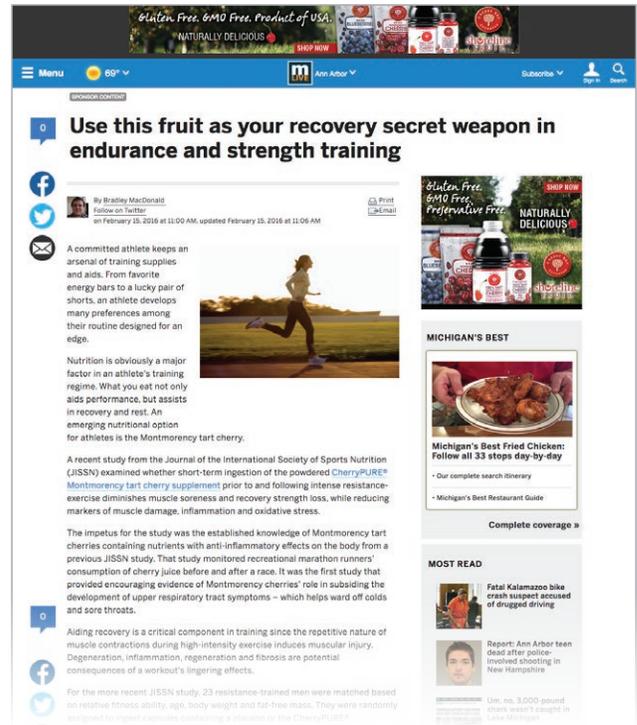
Facebook



LinkedIn



Sponsored content



Digital advertising



True success is measurable, the most effective targeting and impactful messaging meant nothing without a real process to track KPI and ancillary metrics.



RESULTS

- Less impressions needed to generate **MORE** clicks and transactions
- Grew Clicks by more than 132%
- 245% improvement to Click Through Rate
- Increased Conversion Rate 273%
- Overall site traffic increased 45%
- 41% increase in New User traffic
- Ecommerce revenue grew 28%
- Developed and established an insightful measurement process

METRIC	2015	2016
Impressions Served	827,694	558,266
Clicks	5,469	12,704
Click Through Rate	0.66%	2.28%
Transactions	51	447
Conversion Rate	0.93%	3.47%

“One of the things Advance 360 will be helping us with specifically is social media... Since January, our Facebook likes have already grown 116% and our LinkedIn followers are up 146%.”

facebook  **116%**

LinkedIn  **146%**