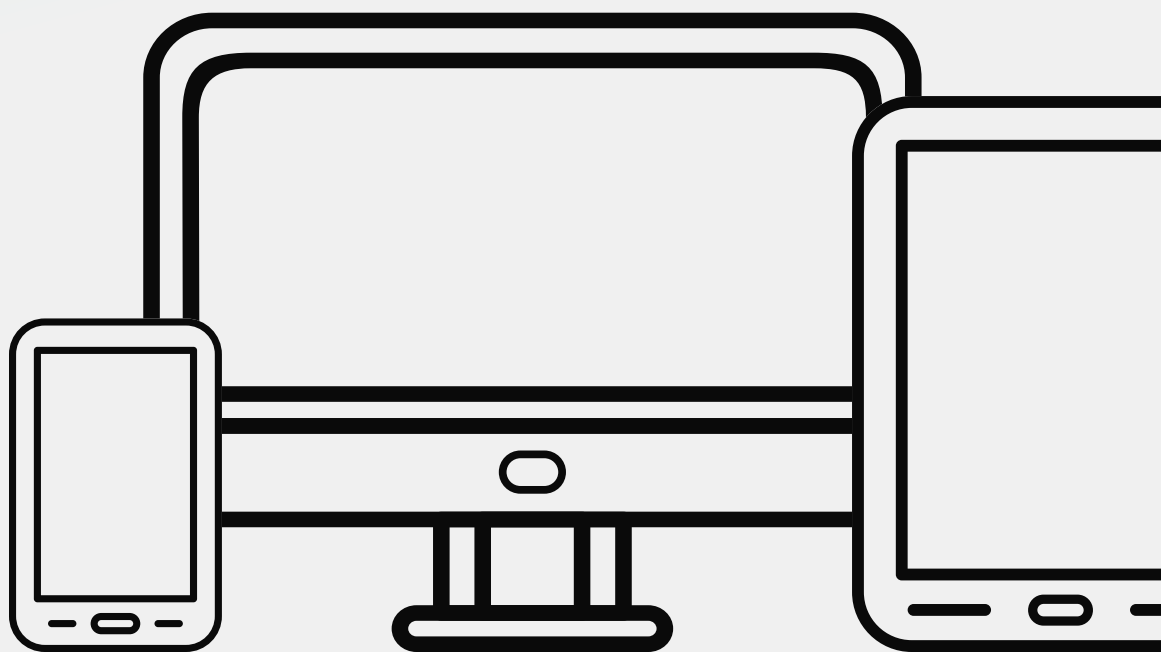


BRAND STRATEGY CASE STUDY

JANUARY 2025



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Blue Ridge Mountain Gifts

By Wes Gutting

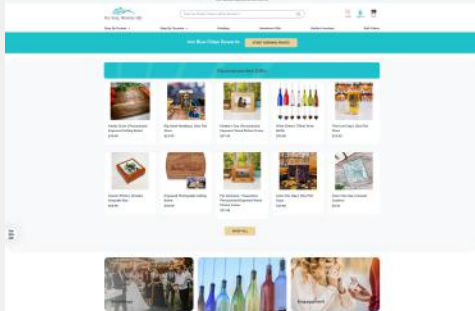
Wes Gutting is the head designer at
Wes Gutting Digital.

This case study was created to
present his expertise in an easily-
digestible manner.

He can be reached by sending an
email to: wes@wesgutting.com



BLUE RIDGE MOUNTAIN GIFTS



Blue Ridge Mountain Gifts is an e-commerce retailer specializing in personalized gifts for many different occasions.

They primarily sell on third party sites like Etsy.com, Amazon.com, and Faire.com

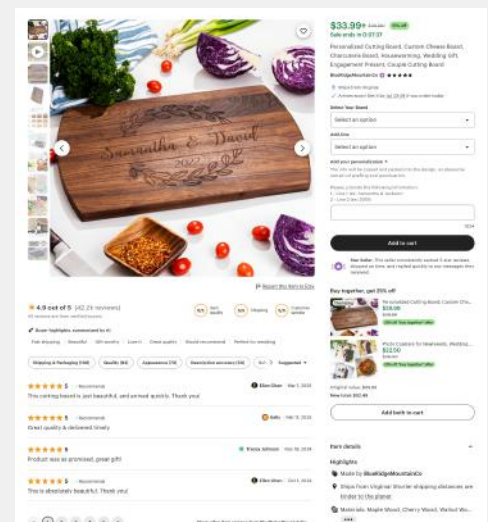


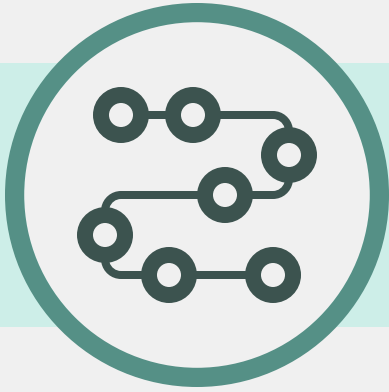
CLIENT PROBLEMS

BRMG has limited branding efforts, relying on resolving market gaps, without any strengthening of the brand name in general.

This looks like:

- A) Haphazard social media posting strategy.
- B) Keyword stuffing on 3rd party platforms (Faire.com, Amazon, Etsy).
- C) A significant amount of first-time customers, with minimal retention.
- D) Significant ad spend on 3rd party platforms, with minimal traffic to the BlueRidgeMountainGifts.com website.



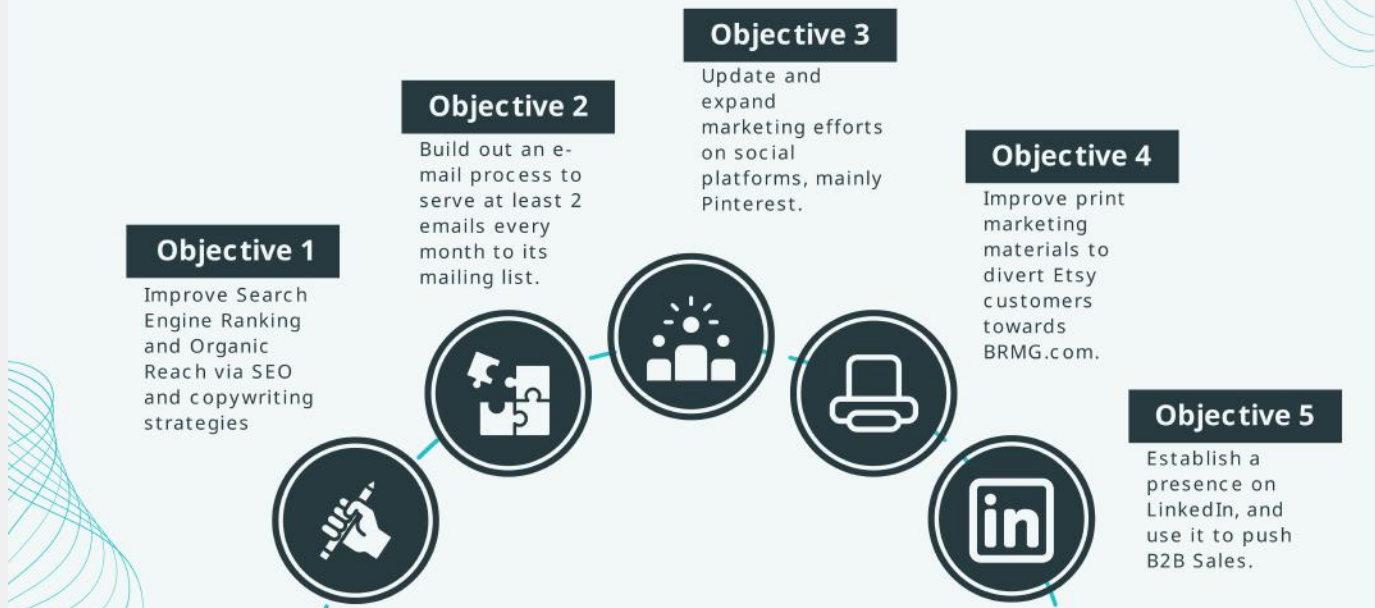


PROJECT GOALS

They tasked me with creating a strategy for their business that will accomplish five key goals:

- 1) Increase the growth to the main BlueRidgeMountainGifts.com website.
- 2) Implement comprehensive mailing list strategies.
- 3) Increase presence on social media platforms.
- 4) Push customer transition from 3rd party sales toward first party sales (website).
- 5) Increase share of B2B revenue.

MARKETING OBJECTIVES



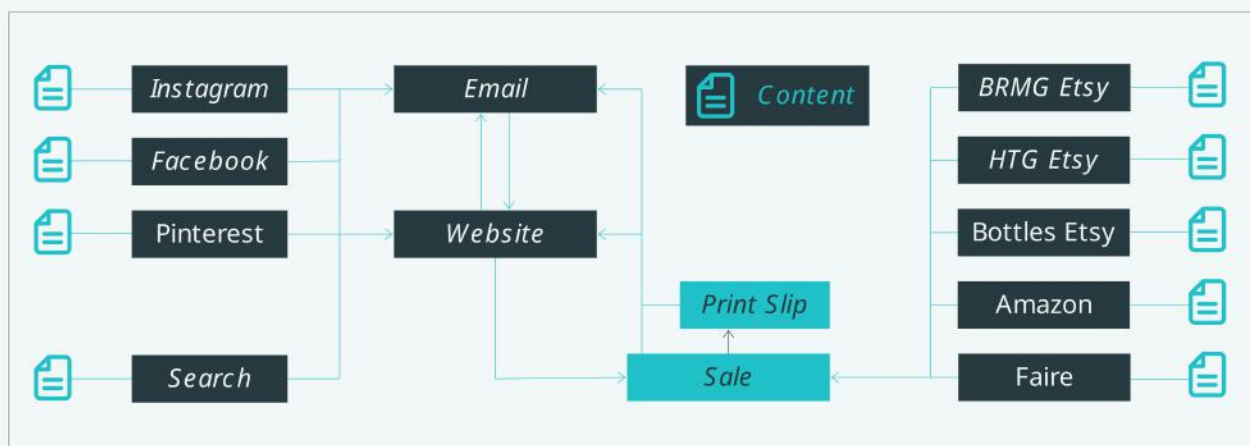


OUR SOLUTION

We drafted a marketing plan to achieve these objectives while considering budgetary restrictions and content pipeline capacity. This plan consists of 5 main points:

- 1) Increase content output, to drive organic reach across platforms.
- 2) Perform SEO audits to the main website to optimize page ranking.
- 3) Increase the quality of printed marketing slips sent to customers.
- 4) Contact customers to gather feedback.
- 5) Analyze all traffic using GA4 and use the gathered data to make efforts more efficient over time.

THE SYSTEM





RESULTS

These recommendations were delivered in the form of a PDF Brand Audit, which has been adapted to fit the format of this case study..





Wes Gutting Digital is a full-service brand strategy outfit that crafts your online identity to drive traffic, generate leads, and convert customers. We are based in Richmond, Virginia.

Web

Your online presence starts with an appealing website. If you are looking to get your site refreshed, or just need an entirely new design, our team of specialists are here to help you shine.

Brand

Every business needs a strong visual identity, and an even stronger personality. Our experts carefully design your brand's look, feel, and overall appearance. Let's make your brand stand out, and stay remembered.

Copy

Everything starts with powerful, effective words: be it a landing page, video script, or ad placement. Every WGD client receives a complimentary copy analysis, complete with paths for improvement.

TALK TO AN EXPERT
Let's get started

GET IN TOUCH

**CONNECTING
YOUR
BUSINESS**

**WHEREVER
YOU
ARE**

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