



Project Horizon Case Study

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Data Accuracy of the Document

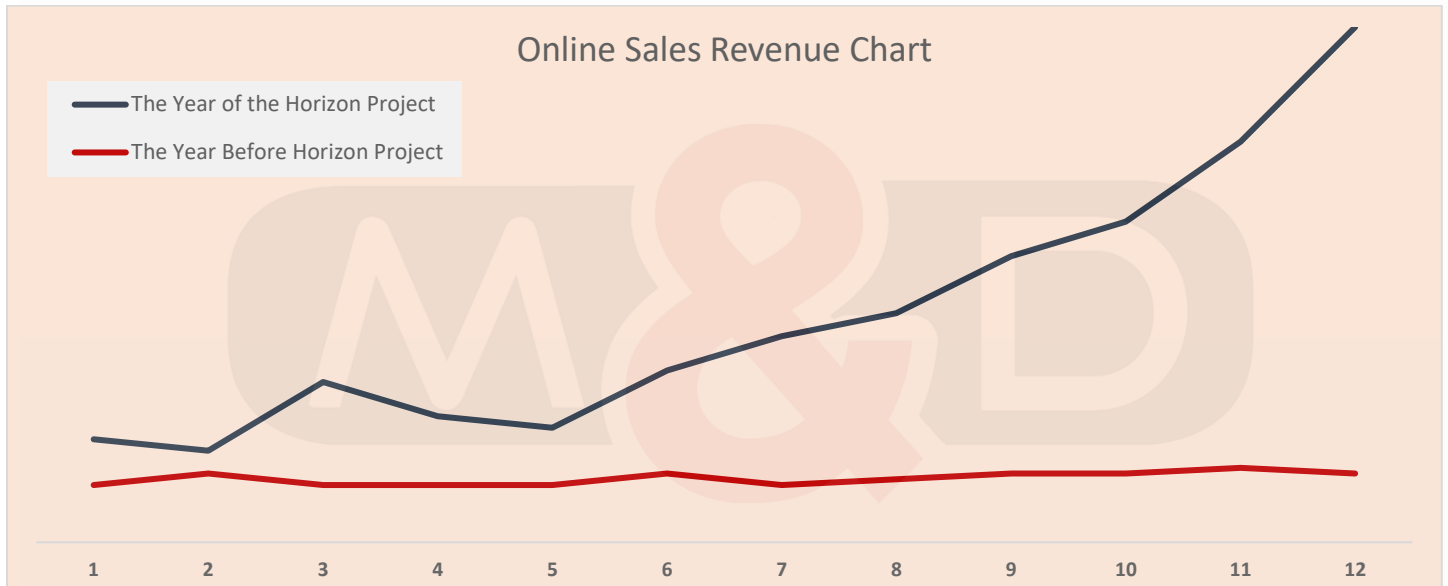
At our company, protecting the privacy of our clients is our top priority.

Therefore, all data in this file that may pose a risk of disclosing the client's information has been concealed.

Additionally, in order to maintain the confidentiality of the subject matter while preserving the essence of the issue, certain data has either been redacted or modified.

However, it is important to note that this file is based on a real case and provides a comprehensive overview of how our company approaches such matters.

Project Horizon Case Study



On behalf of a London-based furniture company, we launched a project called Horizon to enhance their online sales. The company, specializing in bespoke furniture, was struggling with limited online sales despite their successful brick-and-mortar business.

To address this issue, we were brought in by the company's management team to improve their online sales through effective online marketing strategies. Our team started by conducting a thorough analysis of the company's existing online presence and found that they were only selling their products on Etsy.

We began by optimizing their existing listings on Etsy, updating product titles, descriptions, and images to make them more appealing to online buyers. We also helped the company to understand the metrics on Etsy to improve their seller ratings and increase visibility to potential buyers.

Once the initial optimizations were complete, we then focused on expanding the company's online sales presence by developing an e-commerce website for them. Our team helped the company design and launch a user-friendly website that showcased their unique furniture products in a visually appealing way.

Additionally, we helped the company develop effective email marketing campaigns and social media strategies to drive more traffic to their website and generate more online sales.

After one year of working with the company, we were able to achieve remarkable growth in their online sales revenue. Compared to the previous year's online sales revenue, which was relatively low, our work resulted in a growth rate of around 600% to 800%.

Due to the success of the project, the company decided to establish a new company dedicated solely to online sales. With our continued support, the new company has been able to expand to other online marketplaces and achieve even greater success.

We are thrilled to have been a part of this project and look forward to continuing to help the company achieve their online sales goals. For further information, please feel free to contact us.