SoYoung Case Study

From home based startup to global presence.
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Successful products and a big vision - but limited internal resources.

SoYoung is a small but quickly growing company selling lifestyle bags for the modern family – lunch boxes, diaper bags, cooler bags, and backpacks. With a devoted North American customer base and increasing global exposure, SoYoung needed marketing support to boost their sales, raise awareness among urban moms around the world, and demonstrate the breakthrough balance of style and functionality that defines their product line.

We were fortunate to begin working with SoYoung in their infancy, giving us a clean slate to design a seamless end-to-end experience that would engage our target demographic of sophisticated urban mom’s, and ultimately convince them that SoYoung uniquely understood their needs.
BRANDING

The design and material of SoYoung products is all natural. Their bags are stylish and attractive, without being too cute or feminine. They’re also PVC free and earth-friendly. We picked up on the earthy tones and natural patterns that characterize the SoYoung line and produced a brand image that matched the approachability and practicality of their products. We developed lifestyle photography that showed the products being used in real-life situations, and produced videos to demonstrate the numerous features of the bags. Handling all aspects of SoYoung’s visual identity meant we could align the branding with the natural feel and design of the line.

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AWARENESS AND TRAFFIC GENERATION

To raise awareness of SoYoung products, we focused our efforts in the online space. We conducted competitive keyword research to understand how other brands were targeting customers, and developed keyword-friendly URLs. We implemented search campaigns using Google adwords and launched a retargeting campaign featuring banner ads, to reach consumers who had previously visited the site.

To capitalize on the active social media habits of their particular audience, we sponsored Facebook campaigns which, along with online contests helped to increase followers and generate more web traffic. Fan engagement increased by 10%.

Finally, we launched email campaigns to announce new products and offers in an effort to increase sales among our existing audience, and boost word-of-mouth conversions.

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ECOMMERCE AND ONGOING IMPROVEMENTS

The first iteration of the SoYoung site was launched on WordPress, providing flexibility and ease of use for what was then a small start-up. As SoYoung grew, however, a clear need emerged for a more robust platform that would provide a world class e-commerce experience for consumers and retailers, and simple inventory management for the company.

In early 2013 we re-launched the site on the Magento platform, which has a powerful suite of eCommerce features, including easy checkout and account management systems. We implemented dynamic coupon codes and discounts, applied an integrated and real-time inventory management system, as well as on-site credit card payments. We also streamlined promotions and product updates, allowing for the creation, editing and deletion of products and pages without a developer. Plus, administrators can now refund directly from Magento’s back-end, which saves time by avoiding going to their credit processor’s website. And because SoYoung sells a significant amount of merchandise to retailers, we also built a system for this group to place orders online, through a private web portal.

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In conjunction with the enhanced site, we also implemented advanced reporting, so that we could discover sales trends, review abandoned cart trends, and gain insight into customer behaviour. Plus, integration with AdWords and Mailchimp now allows us to track all campaigns – including emails – against conversions.
RESULTS

SoYoung is now a thriving company with over 400 retailers worldwide and over 4,000 social followers.

Since shifting to the Magento platform, SoYoung has seen a 42.75% increase in pageviews, a 40.49% increase in unique visitors, and a 30.29% increase in average time on site. Most importantly, after revising the Shopping Cart page, we’ve seen a 215.99% increase in cart-to-sale conversions.

With a solid Technology platform in place, a variety of online marketing initiatives established, and the ability to track each channel’s effectiveness and ROI, SoYoung is poised for the next phase of their growth.

More Resources:

FREE GUIDE
Why Redesign? Is it Time for a Website Redesign? 10 Questions to Ask Yourself

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