

MERSEA CASE STUDY

e-Commerce - Consumer Goods & Services

SUMMARY

Mer-Sea is a successful clothing, lifestyle & beauty brand. They came to Searchlight Solutions with a pre-existing and successful wholesale business but wanted to grow their retail side, which was lacking sales & online traffic.



SERVICES

Full Marketing Suite including:

- Web Design & Development
- Marketing Consulting
- Business Consulting
- Online Advertising
- E-Mail Marketing
- Community Engagement

THE BACKGROUND

Mer-Sea started when friends Melanie and Lina joined their love of travel and the sea to create a brand curated around both. They became a thriving wholesale business: their products and apparel nationally available in high-end boutiques. Melanie and Lina soon realized that while their wholesale side of the company was doing well, the retail side needed to grow (along with their profit margins). Before working with Searchlight, Mer-Sea had begun the process by hiring a few different agencies to manage various services. These agencies were not producing the results they expected, and working with multiple agencies was proving to be difficult and exhausting. An existing client referred them to Searchlight Solutions for their performance marketing expertise. Eager to grow the online retail side of their business, Mer-Sea started working with Searchlight in May 2019.



THE CHALLENGE

While Mer-Sea had started to grow its retail side, it had almost zero online presence. The website was unorganized and difficult to navigate, a red flag since they were already in a highly competitive industry. Mer-Sea needed to stand out against larger, well-known companies and brands while keeping the elegance and storytelling of their unique products. Since they worked with multiple marketing agencies, they lacked a cohesive marketing strategy, making it harder to manage their business goals. Mer-Sea needed help to organize, manage and execute a business plan in line with their goals.

THE EXECUTION

Searchlight Solutions put together and presented a comprehensive marketing strategy. It consisted of a beautifully re-designed website, online marketing campaigns, and a plan for all social media channels. It even included concepts for e-mail marketing. Searchlight started their work by tackling the website, which was the biggest obstacle. They created an organizational system and consolidated all the products to make it easier for customers to navigate and find their purchases.



Searchlight worked alongside Mer-Sea to fully understand Mer-Sea's business objectives and customer base. This collaboration allowed Searchlight to create online marketing campaigns targeted at specific audiences. They were successfully able to get Mer-Sea not only to compete but stand out from the competition. Using multiple advertising platforms like Google, Facebook, Instagram, and others, Mer-Sea reached more potential buyers than they were previously. Sales started increasing, and Searchlight continued to optimize the campaigns strategically to match the ongoing business objectives. They continued to make changes to the website based on client and customer feedback. Most importantly, Searchlight focused on the numbers – in the end, they wanted Mer-Sea to make money, and with their previous experience, they were able to put goals in place and do what needed to happen to reach them.

THE RESULTS

The results Searchlight produced not only hit all the business objectives but exceeded Mer-Sea's expectations!

As soon as Searchlight took over their e-mail marketing, the number of subscribers started increasing substantially. By the end of 2019, Mer-Sea was hitting more potential buyers than ever before. They had gone from 15k subscribers to over 65k – and they continue to grow.

Searchlight also advised Mer-Sea through sales-focused marketing strategies and online business process improvements. Within the first year of working with Searchlight, Mer-Sea had reached \$2.4 million in online consumer sales alone. This increase was 168% compared to the year prior.

The beautifully designed and organized website combined the proper marketing psychology with Mer-Sea's branding and feel. This revamp boosts sales and allows Mer-Sea to increase brand awareness and total revenue continually.

Searchlight Solutions is an integral partner for Mer-Sea. Beyond helping them reach the retail side of the business, Searchlight has been instrumental in Mer-Sea's spectacular growth in the long term.