



A Spork Marketing Case Study:

Moonlight Quilts exceeds previous year's revenue by 30% less than 6 months after web site launch.

Organization: Moonlight Quilts in Denver, Colorado (Moonlight)

Challenge: *Lack of new customers.* Moonlight was relying upon word of mouth for new clients.

Solution: Web site development that includes video, downloads, tips, and testimonials for prospective clients to understand what it is that Moonlight offers. Low-level SEO and PR campaign.

Results: 30% increase over last year's total revenue in less than 6 months.

ROI: 104% at 6 months, 212% at 1 year.

Their Story: Moonlight Quilts has depended on word of mouth referrals for the last ten years rather successfully. However, with a unique product of custom t-shirt quilts and little awareness in the marketplace, there was an opportunity for Moonlight to service new customers on a national basis.

Moonlight's key product, the custom t-shirt quilt, incorporates a customer's t-shirts from a particular set of events and creates a custom-designed quilt based on that theme. The fully customized design is built by hand from premium materials, making this type of quilt an heirloom quality keepsake.

Other online retailers offer a similar product, albeit of lower quality, for a much lower price. **The challenge was to position Moonlight's offering as a premium t-shirt quilt.** In order to justify a substantially higher price than similar products, it was important to differentiate Moonlight's offering and illustrate the advantages of Moonlight's product in the marketplace. With the help of Spork Marketing, Moonlight Quilts was able to get the word out about their heirloom quality custom quilts on a national level.

To start, Spork Marketing built a Web site that allowed Moonlight to incorporate testimonials and pictures of completed quilts into their product descriptions, something that just can't be done verbally on the phone or even in person. This gave Moonlight's potential customers confidence in their services and helped build trust, especially when combined with Spork's other marketing efforts.

Next, video demonstrations and free, copyrighted custom quilt patterns were added to the Moonlight Quilts site. These basic demonstration videos and authored patterns exposed thousands of viewers to Moonlight Quilts and served to build links from related quilting websites.

Finally, to promote Moonlight's new Web site and the available resources on its pages, Spork Marketing initiated an SEO campaign for high-value keywords. Article marketing, directory submission, guest blogging, social marketing, and optimized press releases were all used to increase search engine ranking.

As a result of all of these efforts, **Moonlight Quilts exceeded the total annual revenue of the previous year by 30% within 6 months of the beginning of Spork Marketing's efforts.** In addition to new customers and increased revenue, during the first 6 months of the marketing campaign MoonlightQuilts.com received nearly 5000 unique visitors and their videos have been viewed nearly 4,500 times. *Not too bad for such a niche-market.*