



Fairytale Brownies: Expanding Sales Online through Blogging

Founded in 1992, Fairytale Brownies, bakes and ships gourmet brownies and custom gifts. Using a 50-year-old family recipe and all-natural ingredients, every batch of Fairytale Brownies is still baked by hand. Although the company bakes over 2.5 million brownies annually, the Phoenix-based company was looking for a better way to market their products online and increase Internet sales.

OBJECTIVES:

Fairytale Brownies' objective for implementing a blogging strategy:

1. Increase the number of requested catalogs.
2. Drive traffic to eCommerce site: brownies.com.
3. Sell more brownies.

SOLUTIONS:

In late August 2008, Fairytale Brownies started a business blog through **Compendium Blogware**. The company chose Compendium for its concentration on business blogging and unique software that helps businesses increase organic search exposure through blogging. The software, coupled with ongoing Client Success management, helps clients understand the importance of their blogging as an online marketing tool that turns blog visitors into new customers.

With Compendium Blogware, businesses and organizations first determine what keywords their prospects are typing via search engines (such as “*best brownies*” and “*corporate food gifts*”). Then employees throughout the organization generate blog content that the Compendium platform automatically organizes according to topics and keywords. The result is a highly relevant blog, authored by multiple colleagues with diverse insights. The keyword rich blogs are thus easily found and ranked by search engines, satisfying the searcher’s exact request.

David Kravetz, co-founder of Fairytale Brownies, has seen a significant increase in the number of catalog requests and number of items sold since the implementation of Compendium’s blogging software and couldn’t be happier with the results thus far.



Our blogging strategy has not only expanded our reach in search but contributed closed business in less than six months of implementation.

David Kravetz
Co-Founder



"I never realized the tangible benefits we'd be able to attribute to our blogs," said Kravetz. "Since using Compendium's blogging software, we've closed thousands of dollars which can attribute to our blogs and catalog requests have grown significantly."

Compendium's technology arranges blog content for maximum search engine optimization. By allowing many different types of people within the organization the chance to share their voice, blogging not only gives potential customers insight into the company's personality, it can also improve employee relations.

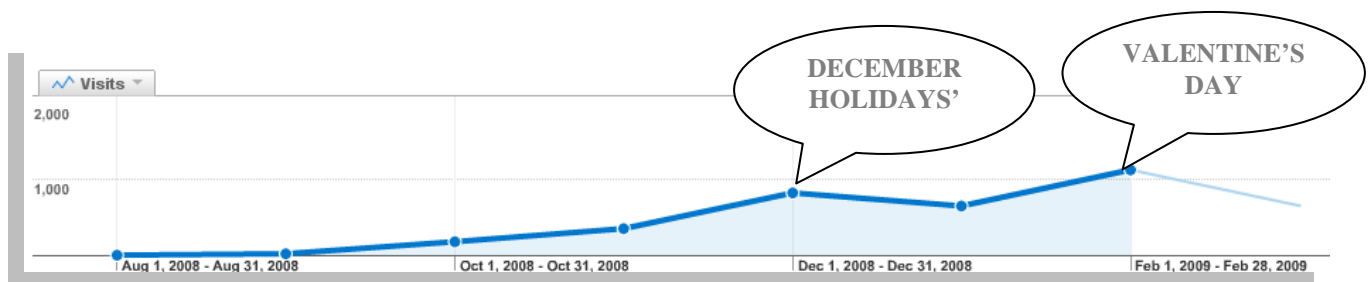
"Blogging has given my employees a sense of individuality and a voice within the company," said Kravetz. "They like the fact that they can express their own opinions and just talk about their everyday life here at Fairytale Brownies. I think it instills a sense of pride in themselves and the company."

OUTCOME:

Within the first six months of blogging, Fairytale Brownies achieved:

- 110 orders from blogs.
- 183 sold items exclusively from blogs.
- \$54 average order value from blogs.
- Over 10,000 visits.

Traffic and the keywords referring traffic via organic search have steadily grown since the blogs' implementation. Interestingly, data has shown significant spikes in traffic during holiday months for keywords such as: **Delivery Brownies, Gourmet Brownies, Fudge Brownies**, etc.





Once traffic finds the Fairytale Brownie's blog, the company uses simple Calls to Action (CTA's) that ask the visitor to take the next step, whether it's to sign up for a catalog, purchase products or join the email list.

"The reality is more and more people are searching online and we had to find a better way to reach our potential customers," said Kravetz. "We had to do something that would get our company noticed and in return convert into new business. Our blogging strategy has not only expanded our reach in search but contributed closed business in less than six months of implementation."

For more information about Fairytale Brownies visit their blog at: blog.brownies.com

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New Baby Gifts
Posted Tuesday, March 24, 2009 by [Hilary Lee](#)

Need a great Welcome New Baby Gift idea? How about our [Welcome Baby Bunny Love](#) assortment. I recently sent this precious gift to my good friend from church who gave birth to twins late last year!

This gift includes 6 gourmet brownies in our best-selling flavors (Original, Caramel, Walnut, Chocolate Chip, Peanut Butter and Toffee Crunch!) to help new parents through those late nights! This adorable gift come is our classic brown gift box wrapped with our "Welcome Baby" band. So, help them welcome their newest addition(s) with a big hug from our adorably soft Blondie Bunny! We also have [Welcome Baby Bear Hugs](#) if you are a bear lover instead :)

Hopefully these product suggestions will be a welcoming gift for those new parents out there! - Hilary

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