

CASE STUDY

Services: SEO

Rocket Fuel for Your Business



+ Your Shop For Exotic Jerky

The Client

Jerky Dynasty is your one-stop shop for the most exotic jerky known to man.

"We are an online distributor for exotic jerky, gourmet jerky, bacon jerky and generally jerky-related items. Our jerky ranges from alligator meat to kangaroo from the Outback to delicious venison meat and all that is in between."

Executive Summary

Through the use of search engine optimization, pay-per-click ad campaigns, and successful blogger outreach, Globe Runner assisted Jerky Dynasty in its efforts to increase sales. Ultimately, the solution Globe Runner developed was to target niche bloggers, whose dedication to hunting, fitness and jerky products allowed the brand to find a flourishing audience.



Challenge

Jerky Dynasty, an online retailer of exotic and gourmet jerkies, wanted more quality links to its online store to improve search rankings, build traffic and drive sales, especially on peak periods like Father's Day. The company was already using Globe Runner to manage its search engine optimization (SEO) and pay-per-click (PPC) campaigns.

Solution

After doing thorough research, Globe Runner recommended blogger outreach, specifically focusing on male bloggers interested in outdoor recreation and hunting. All had large followings for their sites (we used a tool like SEM Rush to determine organic traffic) and social media accounts.

A list was created and Jerky Dynasty product samples were offered to bloggers on the list, some of whom company founder Chris Miller started chatting with on Twitter and Facebook. He wasn't prepared for the reaction from an unexpected audience.

"The big surprise was that it was women who loved our products," Chris recounted. The trend for fitness food, carb-free eating, and Paleo diets may have played into this. Female bloggers who reviewed Jerky Dynasty's products were also more likely than men to post their feedback on Facebook and other social media platforms while linking back to Jerky Dynasty's website.

Discovering this small but devoted niche of users allowed Jerky Dynasty to discover promotional opportunities that are sometimes missed by mainstream brands. One of these is Hunt Chat, a Facebook group of over 1,000 hunting enthusiasts, which Jerky Dynasty found through reviewers like Camo Candace, an avid hunting blogger.

Don't forget the basics

While blogger outreach was in progress, Globe Runner was building Jerky Dynasty's shopping campaigns and fine-tuning the site for optimal SEO. Putting all your eggs into one marketing basket is not only risky should it fail, it also passes up opportunities that could help the overall effort.



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Results

Jerky Dynasty's revenues started rising around the 2014 holiday season, with significant year-on-year increases into 2015. There were significant bumps in business during December 2014 (holidays), February (Valentine's Day) and June (Father's Day) that the site's Google Analytics showed.

Jerky Dynasty's sales were so good that it was designated by Shopify, on which the store is built, as belonging to the top 4% of stores which launched around the same time on the platform.

Top 4%
of stores on
Shopify

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