

Absolute Velocity Labs: A Case Study on AlgaeBarn's Meteoric Rise

Absolute Velocity Labs, a leading marketing agency specializing in holistic marketing strategies, has successfully transformed AlgaeBarn from a small player in the marine aquarium industry to a dominant force with annual revenues exceeding \$4 million. This whitepaper details the strategies implemented, the data-backed results achieved, and the journey of AlgaeBarn's phenomenal growth.

Company Background

Absolute Velocity Labs integrates marketing across various business segments, including IT, Networking, Logistics, and Customer Support. With a tiered pricing model based on gross revenue, Absolute Velocity Labs provides comprehensive services such as "wide net" digital marketing, web development, SaaS implementations, Customer Support Systems, and marketing automation.

AlgaeBarn specializes in providing high-quality live foods and refugium supplies for marine aquariums. Their product range includes copepods, macroalgae, phytoplankton, and more, catering to the needs of aquarium hobbyists and professionals alike.

Initial Challenges

When Absolute Velocity Labs first engaged with AlgaeBarn, the company faced several challenges:

- Limited brand visibility
- Inconsistent customer engagement
- Underutilized digital marketing channels
- Stagnant revenue growth

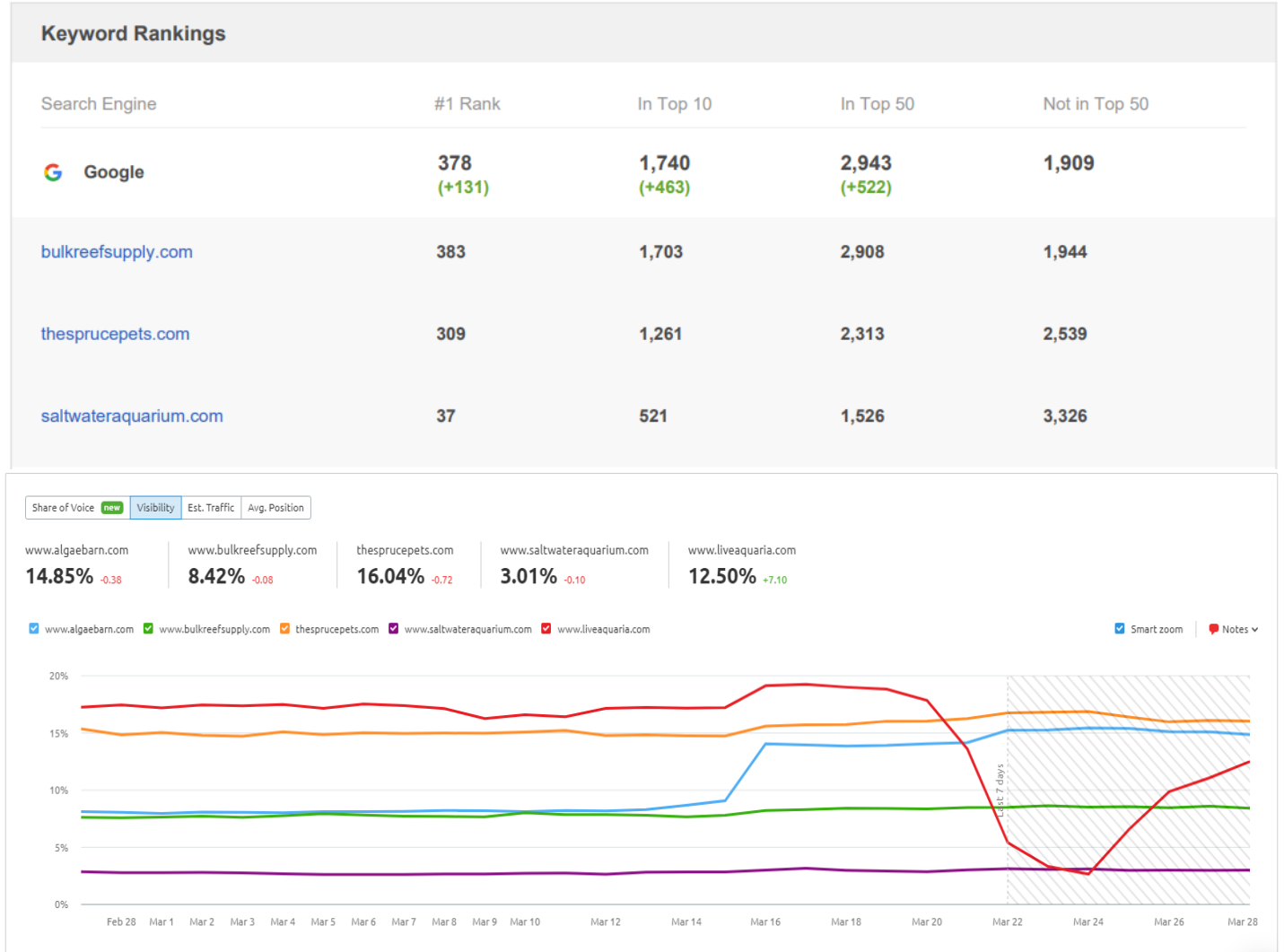
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Strategies Implemented

1. SEO and Content Marketing

Absolute Velocity Labs developed a robust SEO strategy focused on optimizing AlgaeBarn’s website for high-volume keywords and producing valuable content for the marine aquarium community. The content strategy included blog posts, how-to guides, and customer success stories.

Figure A 1 & 2: Keyword growth & overall visibility against the major market competitors :



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Figure B: Backlink growth over time

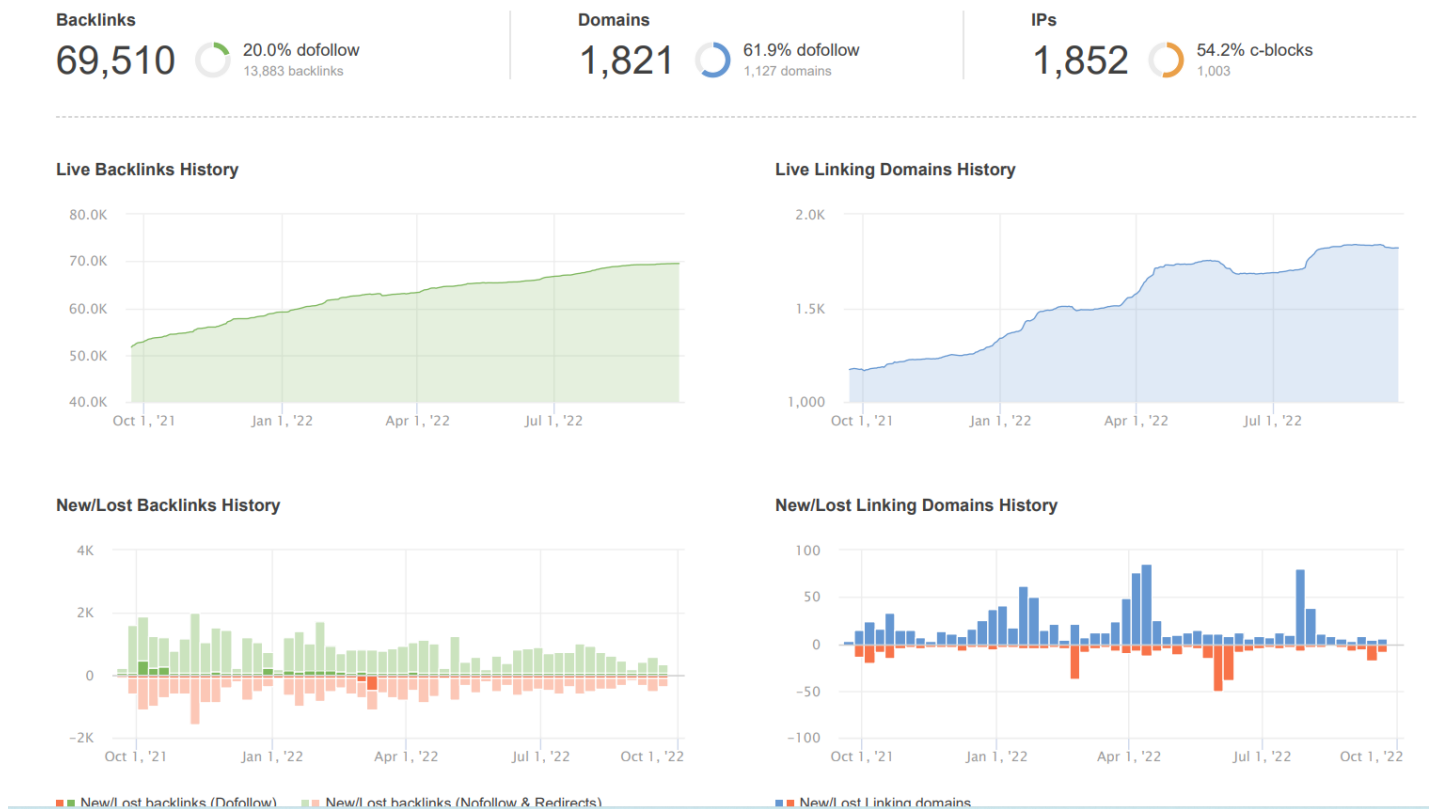
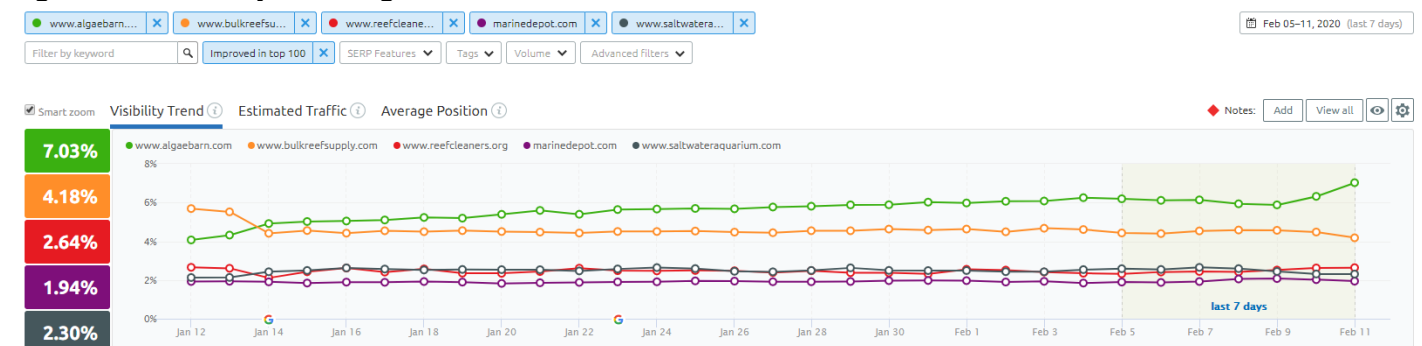


Figure c: Organic Keywords Trending



Figure D: Visibility trending



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Key Actions:

- **Keyword Research:** Comprehensive keyword research was conducted to identify high-traffic, low-competition keywords relevant to AlgaeBarn's products and industry.
- **On-Page SEO:** Optimization of meta tags, headers, and content to improve search engine rankings.
- **Content Creation:** Regular publishing of high-quality, informative blog posts, how-to guides, and customer success stories.
- **Backlink Building:** Establishing partnerships and gaining backlinks from reputable sources to boost domain authority.

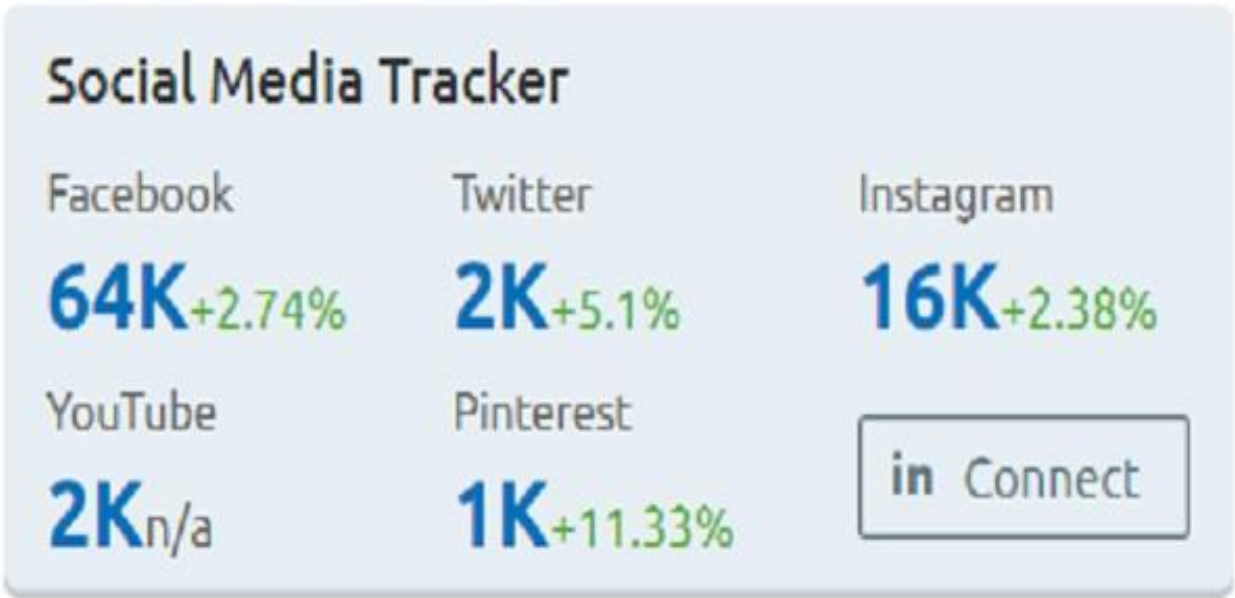
Results:

- Significant increase in organic traffic.
- Higher search engine rankings for targeted keywords.
- Increased website visibility and authority.

2. Social Media Marketing

A comprehensive social media strategy was deployed, focusing on engagement and brand awareness across multiple platforms, including Facebook, Instagram, and Twitter.

Figure E 1&2 Channel Growth & Social Positioning VS the top 10 competitors



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Comparison with competitors [?]

Audience		Activity	Engagement	<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Twitter	<input checked="" type="checkbox"/> Instagram	<input checked="" type="checkbox"/> Pinterest
Name				Total activity	Change	Growth (%)	
	www.algaebarn.com		<div><div></div><div></div><div></div><div></div></div>	165	+14	+9.27%	
	www.marinedepot.com		<div><div></div><div></div></div>	110	-6	-5.17%	
	www.liveaquaria.com		<div><div></div><div></div></div>	97	-13	-11.82%	
	www.polyplab.com		<div><div></div><div></div></div>	58	+37	+176.19%	
	www.waterboxaquariums.com		<div><div></div><div></div></div>	38	+2	+5.56%	
	https://fritzaquatics.com/		<div><div></div><div></div></div>	13	-8	-38.1%	
	www.jellyfishart.com		<div><div></div></div>	8	+1	+14.29%	
	podyourreef.com			0	-6	-100%	
	www.algagen.com			0	0	0%	
	www.exoticaquaculture.com			0	0	0%	

Key Actions:

- **Platform-Specific Content:** Tailoring content to fit each social media platform.
- **Engagement Campaigns:** Running contests, giveaways, and interactive posts to boost engagement.
- **Influencer Collaborations:** Partnering with influencers in the marine aquarium community to reach a wider audience.
- **Paid Social Ads:** Utilizing targeted ads to increase reach and drive traffic to the website.

- Figure F: Influencer Tracking:

<input type="checkbox"/>	Source / Medium [?]	Acquisition			Behavior		
		Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
		1,113 % of Total: 6.96% (15,987)	886 % of Total: 7.43% (11,918)	1,138 % of Total: 4.73% (24,048)	90.69% Avg for View: 50.67% (78.97%)	1.19 Avg for View: 3.96 (-70.04%)	00:00:18 Avg for View: 00:03:02 (-90.34%)
<input type="checkbox"/>	1. BEAVSREEF / FACEBOOK	403 (35.95%)	312 (35.21%)	407 (35.76%)	91.40%	1.15	00:00:15
<input type="checkbox"/>	2. REEFSTACHE / FACEBOOK	271 (24.17%)	202 (22.80%)	279 (24.52%)	88.89%	1.27	00:00:23
<input type="checkbox"/>	3. YOURNAME / CANDELZREEF	225 (20.07%)	196 (22.12%)	226 (19.86%)	91.59%	1.15	00:00:24
<input type="checkbox"/>	4. SALTFISHTV / FACEBOOK	80 (7.14%)	67 (7.56%)	80 (7.03%)	88.75%	1.20	00:00:11
<input type="checkbox"/>	5. JMDREEF / FACEBOOK	50 (4.46%)	43 (4.85%)	50 (4.39%)	92.00%	1.14	00:00:05
<input type="checkbox"/>	6. STRAIGHTREEFN / FACEBOOK	34 (3.03%)	26 (2.93%)	35 (3.08%)	91.43%	1.17	00:00:12
<input type="checkbox"/>	7. YOURNAME / THECHANNEL	34 (3.03%)	29 (3.27%)	35 (3.08%)	91.43%	1.29	00:00:10
<input type="checkbox"/>	8. INLAND_REEF / FACEBOOK	18 (1.61%)	10 (1.13%)	18 (1.58%)	94.44%	1.06	00:00:02
<input type="checkbox"/>	9. ROYALTYREEFING / FACEBOOK	4 (0.36%)	1 (0.11%)	6 (0.53%)	83.33%	1.33	00:01:11
<input type="checkbox"/>	10. ALOHACORALREEF / FACEBOOK	1 (0.09%)	0 (0.00%)	1 (0.09%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	11. alohacoralreef / THECHANNEL	1 (0.09%)	0 (0.00%)	1 (0.09%)	100.00%	1.00	00:00:00

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- Figure G: Paid Social Ads

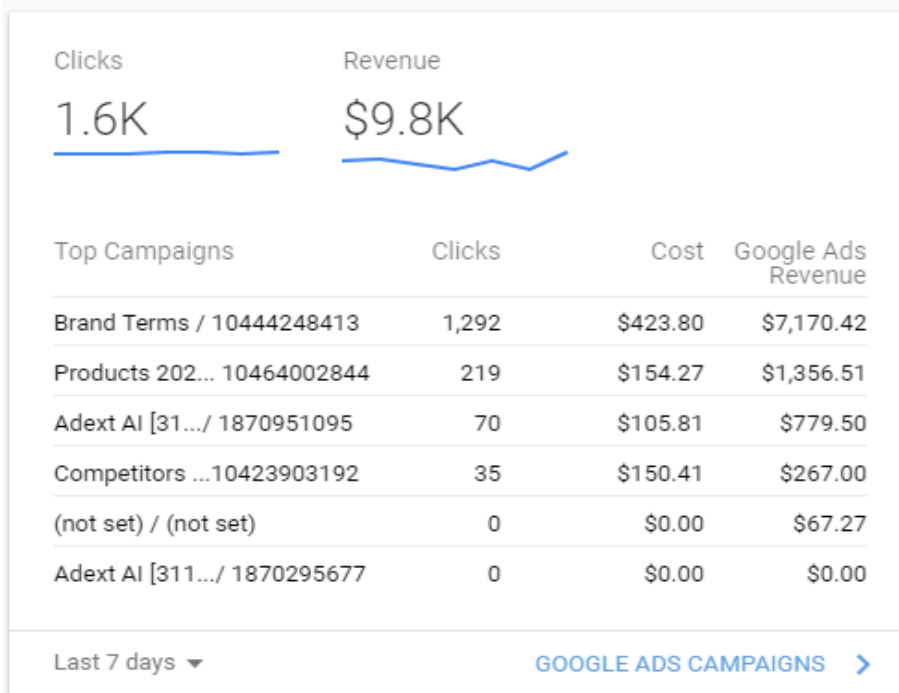
	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
<input type="checkbox"/>	CADE USA - Page Likes	Active	Lowest cost	\$10.00 Daily	82 Page Likes	3,270	14,555	\$0.79 Per Page Like	\$64.61	Ongoing	102	11	—
<input type="checkbox"/>	[01/16/2020] Promoting AlgaeBarn	Active	Lowest cost	\$5.00 Daily	1,089 Page Likes	31,912	73,583	\$0.14 Per Page Like	\$155.18	Ongoing	336	—	—
<input type="checkbox"/>	General Brand - Ongoing Promotion	Active	Highest val...	\$20.00 Daily	79 Purchases	10,956	69,910	\$7.84 Per Purchase	\$619.62	Ongoing	309	79	—
<input type="checkbox"/>	Halloween BOGOS	Completed	Cost cap	\$500.00 Lifetime	69 Purchases	20,816	38,368	\$5.35 Per Purchase	\$369.10	Oct 31, 2020	293	69	—
<input type="checkbox"/>	Bid Testing - CBO - CONVERSIONS (Target Co...	No Ads	Target cost	\$100.00 Daily	—	—	—	—	\$0.00	Ongoing	—	—	—
<input type="checkbox"/>	Remarketing Sept 2020	No Ads	Lowest cost	\$25.00 Daily	—	—	—	—	\$0.00	Ongoing	—	—	—
<input type="checkbox"/>	Madgicx - Retargeting Campaign - Master Ca...	Off	Lowest cost	\$100.00 Daily	12 Purchases	1,272	7,553	\$14.57 Per Purchase	\$174.78	Ongoing	20	12	—
<input type="checkbox"/>	Post: 'The Wait is Over - Get a BOGO on Pods...	Off	Lowest cost	\$500.00 Lifetime	— Purchase	—	—	— Per Purchase	\$0.00	Aug 14, 2020	—	—	—
<input type="checkbox"/>	Post: 'Get a Free Peppermint Shrimp for a Li...	Off	Lowest cost	\$500.00 Lifetime	— Purchase	—	—	— Per Purchase	\$0.00	Jul 19, 2020	—	—	—
<input type="checkbox"/>	4th of July 2020	Off	Target cost	\$400.00 Daily	—	—	—	—	\$0.00	Ongoing	—	—	—
> Results from 85 campaigns @					—	62,704 People	203,969 Total	—	\$1,383.29 Total Spent		1,060 Total	171 Total	— Total

Results:

- Increased social media following and engagement.
- Enhanced brand awareness and community building.
- Higher referral traffic from social media platforms.

PPC Advertising

How are your Google Ads campaigns performing?



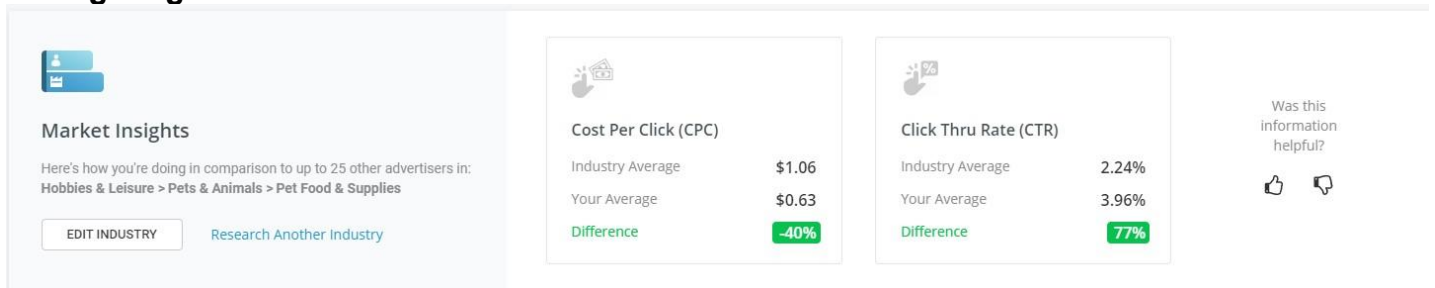
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Targeted pay-per-click (PPC) campaigns were launched on Google Ads and Facebook to drive immediate traffic and sales. These campaigns were meticulously optimized to achieve a high return on investment (ROI)

Key Actions:

- **Targeted Ad Copy:** Crafting compelling ad copy tailored to the target audience's interests and needs.
- **Bid Optimization:** Continuously monitoring and adjusting bids to maximize ROI.
- **A/B Testing:** Running A/B tests on ad creatives, headlines, and landing pages to determine the most effective combinations.
- **Retargeting Campaigns:** Implementing retargeting strategies to re-engage users who previously interacted with the website.

- Retargeting results



Results:

- Significant increase in website traffic and sales.
- High ROI from well-optimized ad spend.
- Improved brand visibility in search results and social media feeds.

3. Email Marketing

An email marketing strategy was implemented to nurture leads and retain customers. Personalized email campaigns were designed to offer special promotions, product updates, and educational content.

Key Actions:

- **Segmentation:** Segmenting the email list based on customer behavior and preferences.

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- Personalization: Crafting personalized emails to cater to individual customer needs.
- Automation: Setting up automated email sequences for onboarding, cart abandonment, and re-engagement.
- Content Variety: Including a mix of promotional, informational, and educational content in email campaigns.

Results:

- Higher open and click-through rates.
- Increased customer retention and repeat purchases.
- Enhanced customer relationships through personalized communication.

4. Website Redesign and User Experience (UX)

Absolute Velocity Labs undertook a comprehensive website redesign to enhance user experience, improve site navigation, and increase conversion rates.

Key Actions:

- User-Centric Design: Creating a clean, intuitive, and responsive website design focused on user experience.
- Improved Navigation: Streamlining navigation to make it easier for users to find products and information.
- Conversion Rate Optimization (CRO): Implementing CRO techniques to increase the percentage of website visitors who make purchases.
- Performance Optimization: Enhancing website speed and performance to reduce bounce rates and improve user satisfaction.

Results:

- Increased website traffic and engagement.
- Higher conversion rates and sales.
- Improved overall user experience and customer satisfaction.

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- Figure G: More Accurate User Targeting and Better Design led to higher conversion rates

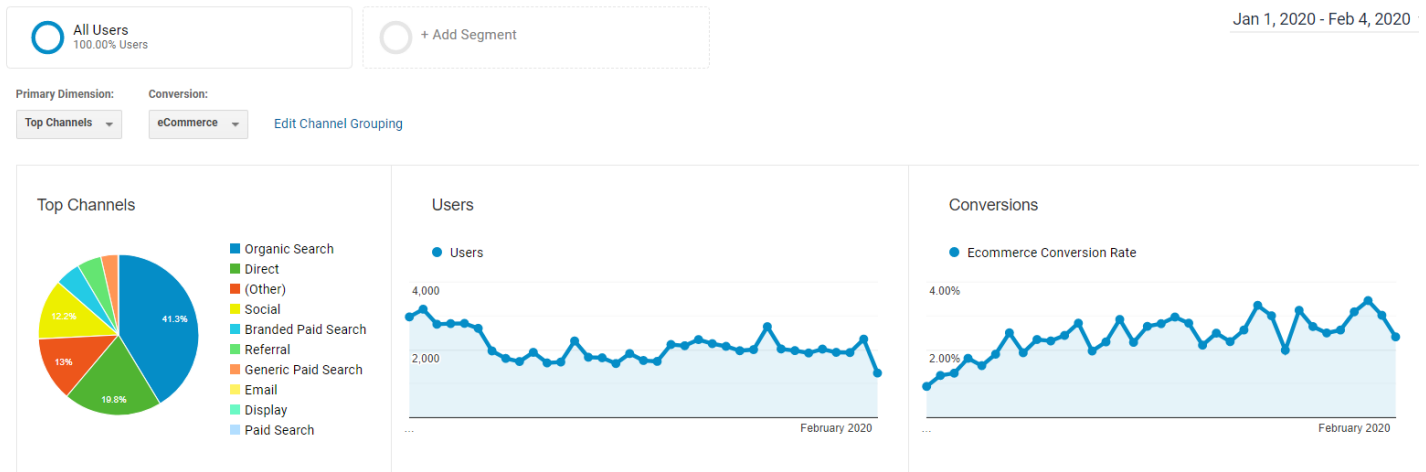
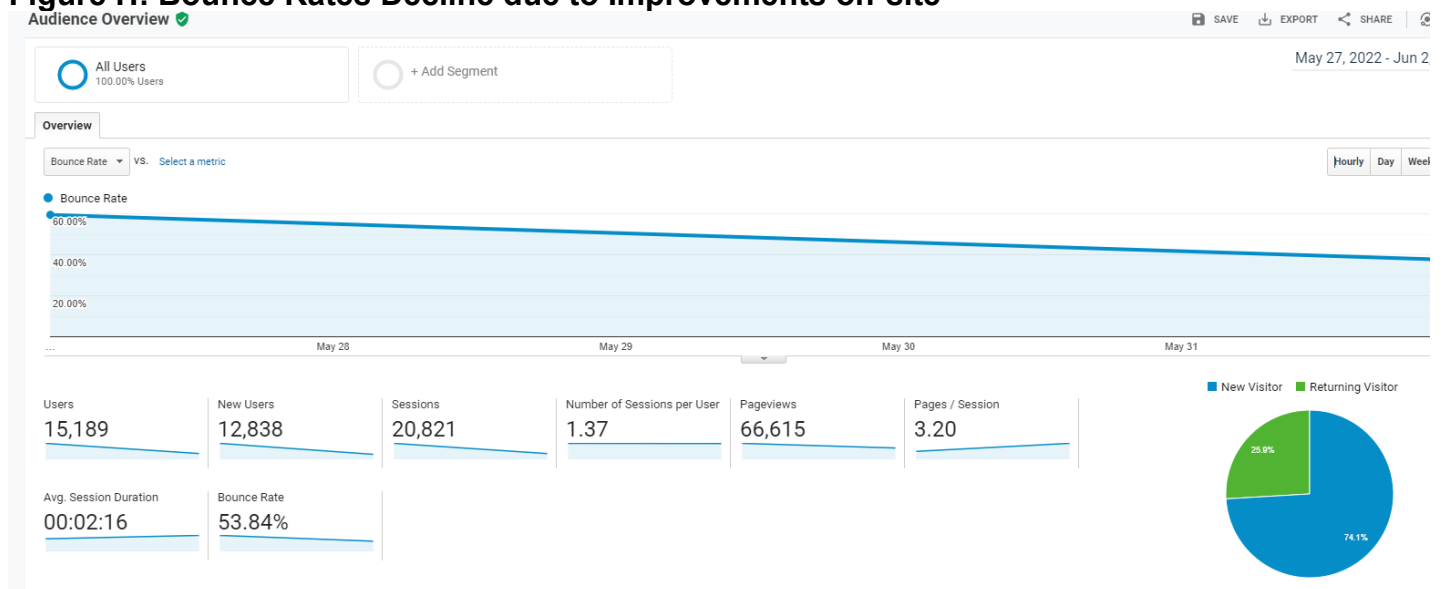
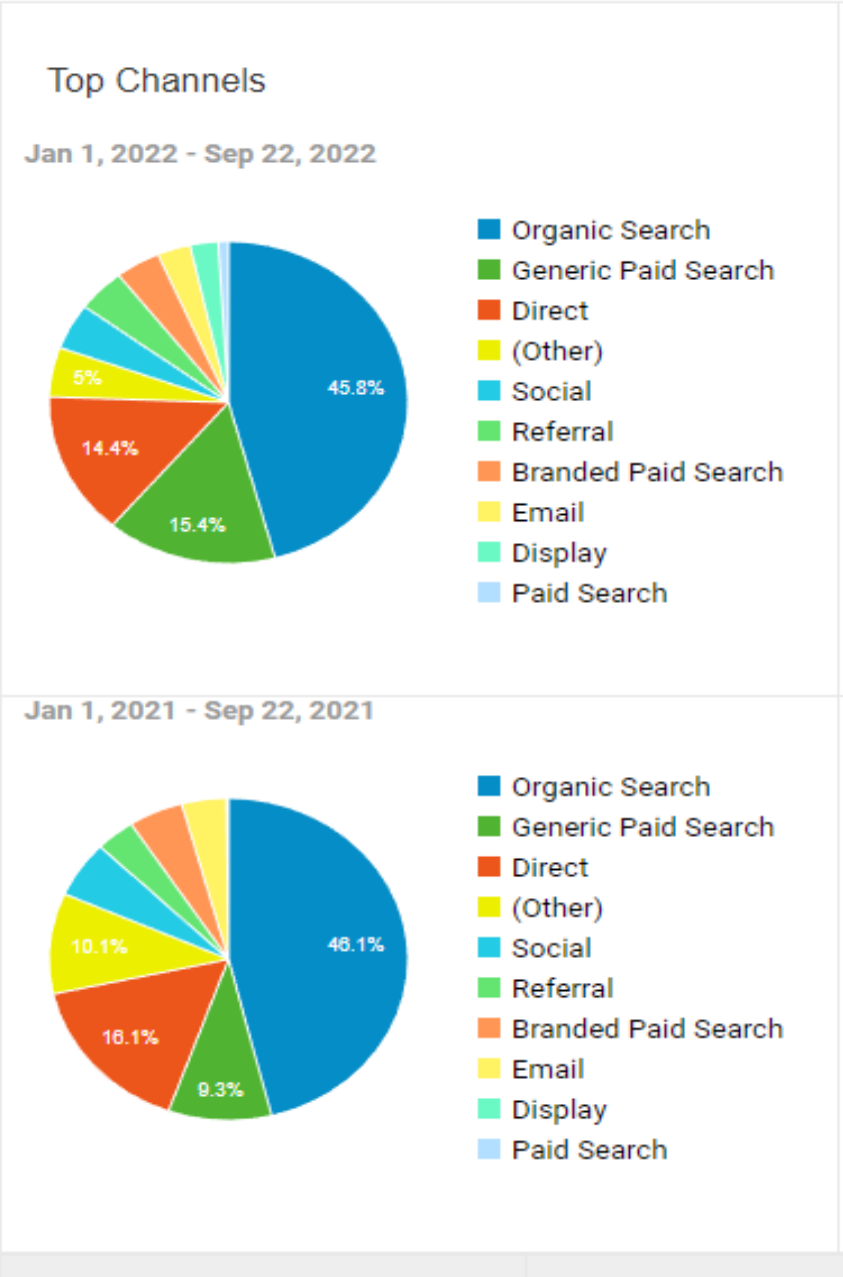


Figure H: Bounce Rates Decline due to Improvements on-site



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Figure I: Additional Channels Adding to Overall Growth

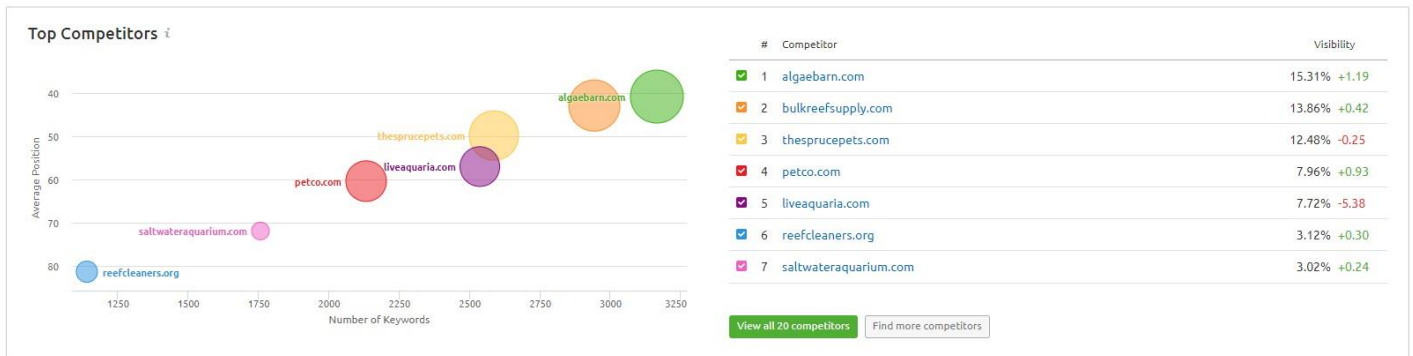


AlgaeBarn’s annual revenue surged from under \$1 million to over \$4 million, showcasing the effectiveness of the integrated marketing strategies.

AlgaeBarn Ranked among the top competitors in the marine aquarium industry, outperforming several established brands in terms of visibility and engagement.

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Figure J: AlgaeBarn Sustained Top Visibility



Enhanced customer engagement through social media, email marketing, and improved website UX led to higher customer satisfaction and retention rates.

Conclusion

The collaboration between Absolute Velocity Labs and AlgaeBarn serves as a testament to the power of a well-rounded, data-driven marketing strategy. By leveraging SEO, social media, PPC, email marketing, and UX enhancements, as well as incorporating new and powerful SaaS, and improving overall customer service, Absolute Velocity Labs successfully propelled AlgaeBarn to new heights, transforming it into a market leader.

Figure K: An Average Daily snapshot (Active Live Traffic Stats)



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Additional Social Media “All Over” growth

Company: Dates:

Posts Audience Activity Engagement Hashtags Insights

Page likes on Nov 10, 2020

68,155

vs Page likes on Nov 10, 2019

44,895

Page likes change Nov 10, 2019 – Nov 10, 2020

+23,260

Page likes growth Nov 10, 2019 – Nov 10, 2020

+51.81%

