



## Big Little Fudge CASE STUDY

# BIG RESULTS

## From Inbound & HubSpot

### COMPANY PROFILE

A great big little fudge company born in the little town of Montgomery, Texas, where we like to do things just a little bit bigger. There's more crunchy, nutty, coconutty per square inch than a Texas mile.

[www.biglittlefudge.com](http://www.biglittlefudge.com)

Big Little Fudge needed a modern, mobile-friendly website along with an inbound marketing strategy to increase online sales – most specifically corporate sales during the 4th Qtr.

### CHALLENGES

Big Little Fudge had more than 50 products to sell online. The company had a disjointed social media presence, no email marketing and low awareness with a core target audience of theirs – corporate gift buyers.

### SOLUTION

The first priority was to move Big Little Fudge off their legacy, non-responsive, ecommerce platform and into Shopify – a fast, responsive and reliable ecommerce solution.

The next step was to utilize HubSpot Marketing Software to organize and segment Big Little Fudge's contacts into three groups – wholesale buyers, corporate gift buyers and retail customers. From there, the adWhite team built an inbound marketing plan. adWhite then utilized HubSpot to execute the plan. Once content was created for each audience segment, blogs were posted, landing pages created and social media and email campaigns executed within HubSpot.



## THE RESULTS

Every aspect of the inbound marketing plan was measured in HubSpot – email opens, social media growth, on-page SEO and much more. The results for year one were impressive:

**560%**

**Increase in Website Visits  
in 8 Months**

**7%**

**Increase in Total Online  
Transactions**

**9%**

**Increase in Average  
Transaction Size**

**15%**

**Increase in 4th Quarter Sales**

*Last year I went to adWhite for help generating traffic to our website and I got more than I ever dreamed of. We had a website that was working against us and adWhite's team immediately got started building us a website that was mobile-friendly, functional and easy for our customers to navigate. They also introduced us to HubSpot where we have been able to manage contacts, create awesome landing pages, blogs and much more.*

*adWhite's staff has done a great job with content; helping us create effective landing pages, informative blogs and email campaigns. Since engaging adWhite, we have seen a growth in sales as well as an increase in followers on our social media platforms. You won't find a support team more dedicated to helping their customers.*

**Robin Strickland,**  
**Owner/Founder, Big Little Fudge**

