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General

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Fairytale Brownie's Sweet Search Success

I BETH NEGUS June 7th, 2009

Unlike many catalogers in today's turbulent economy, Fairytale Brownies hasn't shifted significantly more dollars online.

Instead, the purveyor of gourmet treats has cut back on pay-per-click and found success in natural search optimization, thanks largely to blog driven traffic.

David Kravetz, catalog and Web team leader, told Chief Marketer that in the past the company had worked with a couple of outside consulting firms on its PPC strategies, but found it was ultimately a waste of money. Last fall, they pulled those duties in-house and trimmed back on keywords that just weren't working.



PPC keywords were taken and separated out into branded and nonbranded keywords. Phrases like "gourmet brownies," "brownie gifts" and "brownies delivered" were getting some results but were expensive. The solution was to incorporate those phrases into blog categories and posts.

The company started making a big push with its [blog](#) last fall, working with Compendium Blogware. The company started seeing sales it could attribute directly to the blog posts.

"Now, if you type 'delivery brownies' into Google, we are the first natural result and it's a blog post," said Kravetz. "That's what we're really trying to focus on."

E-mail marketing is also handled in-house. Customers are contacted about once per week, possibly twice during peak times such as the holidays. Kravetz notes the company is working on revising its e-mail template to help generate more clickthroughs and make the e-mails more usable for customers.

For more on Fairytale Brownies, including their holiday 2009 projections and catalog mailing strategy, see the June/July issue of Chief Marketer.

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