



WUNDERWORX

BRAND INTELLIGENCE HUMANIZED

ANOTHER CANNABIS SEO AND CONTENT STRATEGY CASE STUDY



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A SEARCH ENGINE OPTIMIZATION

CANNABIS DELIVERY CASE STUDY

THE OPPORTUNITY

A new Los Angeles, California-based cannabis delivery startup launched its website and business two weeks after hiring **WUNDERWORX**. We developed a multi-channel strategy that leveraged an omni-channel campaign leveraging monthly **Search Engine Optimization & Content Marketing** in order to drive brand awareness. This case study represents a **90 Day Timeline**.

THE RESULTS

<div>Google</div> <div>(Direct Search)</div>	<div>3,091</div> <div>new users</div>	<div>274</div> <div>transactions</div>	<div>11.3%</div> <div>conversion rate</div>	<div>\$25,015</div> <div>influenced sales</div>
<div>Google</div> <div>(Organic)</div>	<div>14</div> <div>new users</div>	<div>0</div> <div>transactions</div>	<div>0%</div> <div>conversion rate</div>	<div>\$0</div> <div>influenced sales</div>
<div>Microsoft Bing</div>	<div>0</div> <div>new users</div>	<div>0</div> <div>transactions</div>	<div>0%</div> <div>conversion rate</div>	<div>\$0</div> <div>influenced sales</div>
<div>yahoo!</div>	<div>0</div> <div>new users</div>	<div>0</div> <div>transactions</div>	<div>0%</div> <div>conversion rate</div>	<div>\$0</div> <div>influenced sales</div>
<div>TOTAL:</div>	<div>3,098</div> <div>new users</div>	<div>274</div> <div>transactions</div>	<div>11.3%</div> <div>conversion rate</div>	<div>\$25,015</div> <div>influenced sales</div>

KEY RESULTS



\$3,000

MONTHLY SEO SPEND

\$2,000

MONTHLY CONTENT SPEND

\$15,000

TOTAL SPEND

168%

RETURN ON AD SPEND

THANK YOU.

#knowyourcustomers



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