

CASE STUDY 1

The Wood Bat Factory - E-Commerce Turnaround & Growth Strategy

ROLE: Marketing Director & Web Developer
Timeframe: 2020 - 2023

Problem Identity

When I joined The Wood Bat Factory, the company had no online presence, poor web performance, and flat sales. I led a complete digital transformation:

Solution

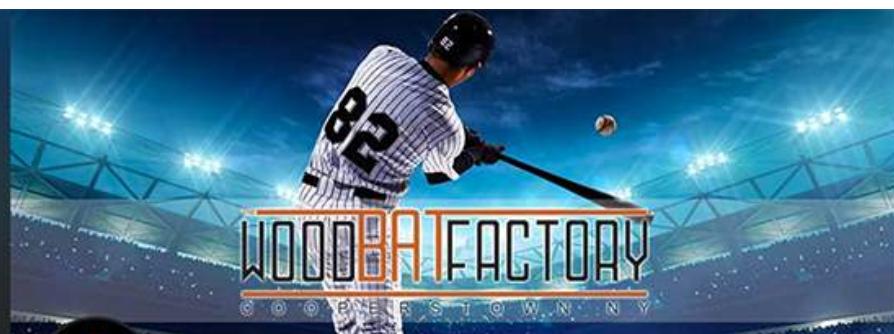
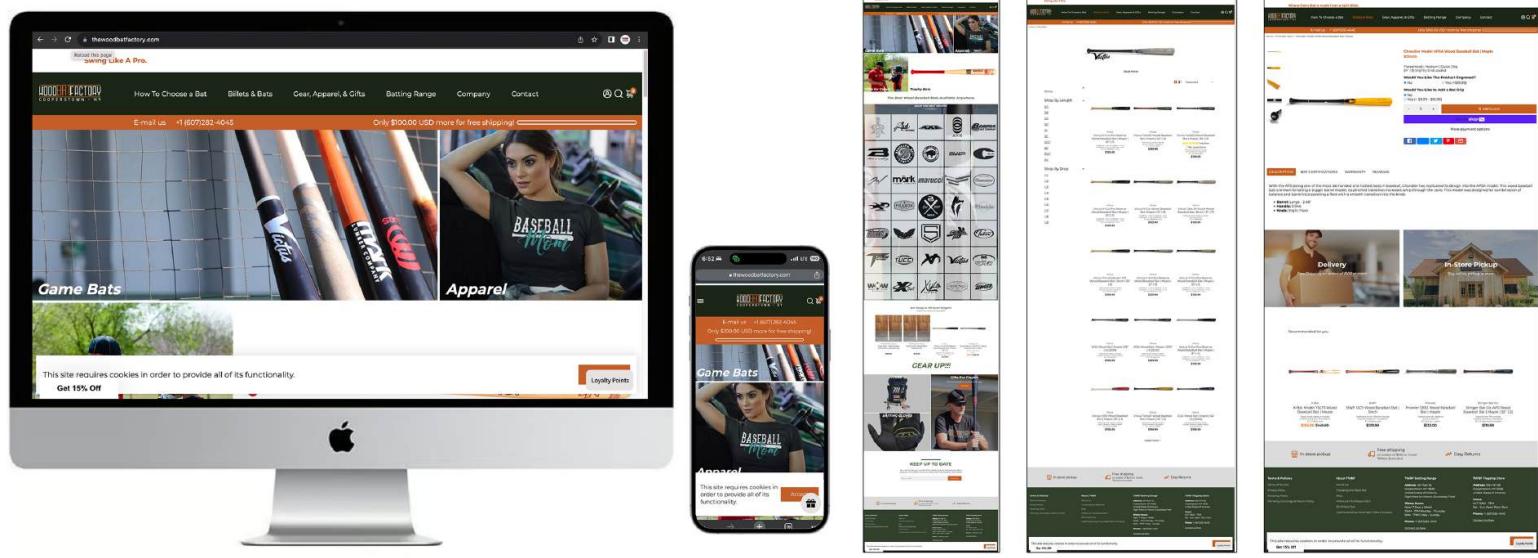
- Rebuilt the e-commerce site on Shopify with optimized UX and mobile responsiveness
- Applied SEO best practices to improve Google rankings - reaching #1 for many bat brands and top 3 for nearly all others
- Shot tens of thousands of high-quality product photos to improve listings and brand image
- Revamped product lines to align with consumer trends and market demand
- Launched new Facebook, Instagram, and TikTok accounts; grew following from 0 to 3,000+
- Deployed Facebook Ads to convert traffic into sales

Results

- Increased web sales by 1,000%+ YoY for 3 consecutive years
- Moved the company from operating in the red to full profitability within 2 years
- Transformed the brand into a top-performing e-commerce retailer in its niche

Additional Photos

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The Wood Bat Factory

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Intro

The Wood Bat Factory is dedicated to providing only the best in split billet, wood baseball bats that every baseball player, from Little League to Pros, are proud to use.

Page · Sports & recreation

(607) 282-4431

manager@thewoodbatfactory.com

thewoodbatfactory.com

Price Range · \$5

Rating · 5.0 (5 Reviews)

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June 8, 2023 · 5

