

POTTED
IN
PORTLAND

2023 RETAIL GROWTH
CASE STUDY

GOAL: Grow Potted In Portland's post-pandemic B2B plant-services business as offices reopened.

THE CHALLENGE:

Potted In Portland's business is a unique niche. The audience of decision-makers in the market for a plant care services company is small. Left Hand Agency's challenge was finding these customers and putting Potted In Portland's service options front and center while they search for these services. These efforts were further complicated by the fact that many key customers were shut down by COVID-19.

THE STRATEGY:

Find a way to differentiate Potted In Portland from their competitors through paid search advertising. Left Hand Agency first partnered with them to grow their B2B business clientele and developed a strong pay-per-click search strategy. Major business leads started pouring in. Following the success of this awareness campaign, Left Hand Agency continued to build momentum with a retail-traffic PPC campaign.

THE RESULTS:



65% increase in total number of clients



23% in-store sale metrics increase



57% of new clients found through LHA campaigns

CHANNELS USED

Google Paid Search
Meta

THE CONCLUSION:

Narrowing in on building both in-store traffic and sales, we created a diverse search funnel for Potted In Portland. We actively research trends in the Portland plant services and retail market and maintain a diverse advertising portfolio within Google Ads and Meta.