Case Study Darling

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Sophie Darling is a British fashion brand known for beautifully crafted, sustainable, hand-printed garments.

Drawing inspiration from art, culture, and the natural world, the brand produces limited-edition, high-quality pieces that are timeless and unique. The customers are discerning.

THE CHALLENGE

- The website was running on an out-of-date version of Squarespace with a low conversion rate
- The brand was struggling to reach new audiences
- A high AOV meant a long customer consideration period, but there was a lack of understanding around the customer journey to purchase
- Paid advertising and organic socials needed building almost from scratch
- The goal was to generate targeted brand awareness, drive high-quality traffic to a new website, and ultimately increase and stabilise sales, all while maximising return on ad spend.

THE STRATEGY

We completely rebuilt the site onto the Shopify platform, continuously testing the user experience and conversion rate. We carefully structured **Google and Meta ad accounts** to align with Sophie Darling's brand vision and target audience.

- On Google, we focus on keyword research, product-focused ads, and shopping campaigns to capture high-intent users.
- Meta ads are designed to drive awareness, capture emails and grow organic socials as well as promoting immediate sales. Future growth is always in mind.

We have optimised the accounts for six consecutive years.

- Promoting brand vision
- Targeting the avatar
- Keyword research
- Customer life time value
- High intent audience
- Growth of 1st party data
- Organic growth
- Continuous testing

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RESULTS

We have achieved an average Meta ROAS of 5.71 over a period of SIX YEARS. (*Note: This does not include sale period data, where ROAS was often seen to reach over 100!)*



Average ROAS 5.71 over 6 years

META ADS DELIVER SCALABLE, CONSISTENT ROAS

INSTAGRAM FOLLOWERS REACHED 20,000+

WEBSITE CONVERSION RATE CONTINUOUSLY IMPROVED

Google ads represent 23% of the entire annual revenue and increase traffic to the site by 20%.



GOOGLE ADS INCREASE SALES

23%



GOOGLE ADS INCREASE TRAFFIC

20%

CONCLUSION

Google and Meta ads drive significant, relevant traffic to Sophie Darling's revamped website and socials, resulting in increased brand visibility and stable conversions from both the ads, organic socials and email list.

By taking a hands-on approach to campaign management and leveraging our expertise in Meta, Google and Shopify, we have successfully introduced Sophie Darling to the world of ecommerce and digital marketing. We have continuously generated incredible results for over 6 years.

WHAT SOPHIE HAS TO SAY:

"As well as making a huge difference in my sales, Satsuma Digital has undoubtedly been instrumental in my business becoming what it is today.

They have, quite simply, taken things to another level. ***If you are hovering over the button - hit it because they are one in a million****."*

Sophie, owner of Sophie Darling

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Your next step

Ready to elevate your ecommerce business like Sophie Darling? Book your FREE strategy call now!

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Get in touch

Book in a call
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