



Client Case Study

TURNING A TRENDY BUSINESS INTO A CULINARY
MELROSE MAINSTAY

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BrentonWay



BRENTON WAY INC.

Our Approach

EVERY BUSINESS IS UNIQUE, SO WHY SETTLE FOR TRADITIONAL MARKETING CAMPAIGNS THAT PROVE NO ROI? BRENTON WAY'S CORE BELIEF IS THAT YOUR UNIQUENESS IS FOLLOWED WITH TAILORED SOLUTIONS BY A WORLD CLASS MARKETING TEAM. EXPECT AGILE GROWTH ACROSS VARIOUS VERTICALS AND A PLANNED OUT LONG-TERM STRATEGY TO POSITION YOU AS A THOUGHT LEADER IN YOUR VERTICAL.

BRENTON WAY USES TECHNOLOGY AS A CATALYST TO DRIVE DEEP DATA ANALYSIS AND PROOF OF CONCEPT STRATEGIES FOCUSED ON BUILDING VALUE AND NOT "FLUFF". IS A DATA-DRIVEN MARKETING AGENCY WITH A FOCUS ON BUILDING VALUE. WE BRIDGE THE GAP BETWEEN YOU AND YOUR AUDIENCE BY USING INNOVATIVE TECHNOLOGY. LET US BRING YOUR IDEAS TO LIFE.

SINCERELY,
JONATHAN SAEIDIAN, CEO

CONTACT US
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02/10



Brenton Way

Overview

COMPANY

Cold Rolled Ice Cream

WEBSITE

coldrolledicecream.com

COMPANY FOCUS

Culinary ice cream chain serving rolled ice cream & brews.

Case Summary

See how we successfully turned this rising ice cream chain from a limited trend to a stable culinary brand in California by generating over +3 million brand impressions in 3 months from micro/macro influencers, increased their SEO traffic to 15,000 monthly visitors, up from 2,000 previous, and tracked benchmark in-store visitors to increase it by +25% in 4 months.



Identifying The Painpoint

Cold Rolled Ice Cream was looking for a marketing company to help turn them from a limited trend in the fickle California market to a solid brand mainstay in their initial prime location in Melrose.

They saw a 25% decline in their in-store customers year-after-year and a 40% decrease in client repurchase.

They wanted a digital marketing company to help bolster their digital sales, build their brand, increase their awareness, and launch successful social media campaigns to grow their presence.

BRENTON WAY INC.

Client Requests

- Stronger social media presence
- Increase local search rankings
- New relationships with influencers & press
- Better content around their brand
- Wider ads reach into the Los Angeles market
- Increased sales by 25%

Our Solutions

- Social Media
- SEO
- Digital PR
- Content Creation (Written & Infographic)
- Facebook Ads Management
- Omnichannel marketing funnel (digital to instore conversion)

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Our Results

→ Generated over +400k in video views resulting in 500 new tracked visitors

→ Increased SEO traffic by 850% resulting in 5000 new monthly site visitors

→ Improved site conversions & tracked a 25% increase in new digital to in-store sales

→ Increased social media traffic by 850% resulting in +3 Mil social impressions in 3 months through micro/macro influencers

→ Redesigned website flow for new brand model & optimized for customer experience.



+3 MIL SOCIAL
MEDIA
IMPRESSIONS

+25% IN-STORE
TRAFFIC RATE

RESULTS

+850% INCREASE
IN SEO TRAFFIC

+400K FACEBOOK
VIDEO PLAYS

Facebook Ads Success

We created a giveaway contest for 1 lucky winner to receive ice cream for a whole year. We generated the data & built look-alike audiences based on POS data, consumer data, and competitor analysis

Generated over +400k in video views resulting in 500 new tracked visitors



Cold Rolled Ice Cream Company ...

Sponsored · 🌐

This isn't a dream 🎉 Cold Rolled Ice Cream is giving 1 special customer free rolled ice cream to celebrate our 1 year anniversary.



THINK OUTSIDE THE CUP

7266 Melrose Ave
Los Angeles, CA 90046

COLDROLLEDICECREAM.COM

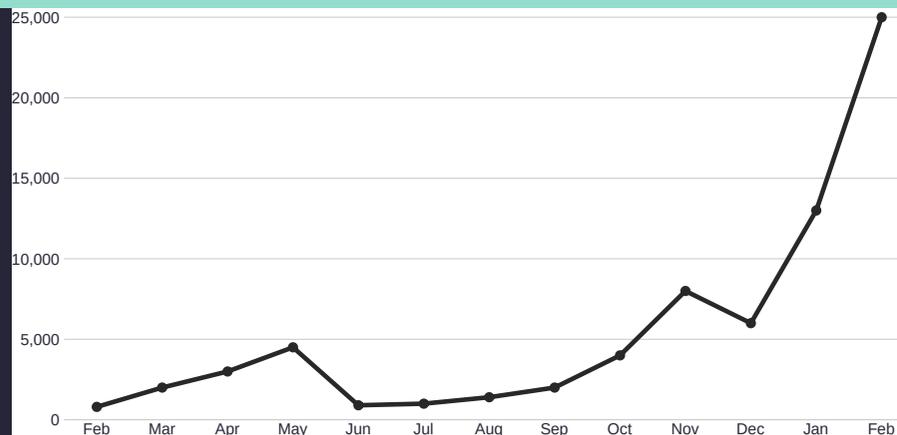
**Who wants free ice cream?
Especially for an entire y...**

[LEARN MORE](#)

SEO Success

Created high-intent written content and optimized for SEO for important keyword search terms related to rolled ice cream.

Increased SEO traffic by 850% resulting in 5000 new monthly site visitors



feb 2019 TOP ORGANIC KEYWORDS (421)

Keyword	Pos.	Volume
rolled ice cream near me	1 (3)	33,100
rolled ice cream	9 (10)	110,000
ice cream rolls near me	3 (5)	14,800
cold rolled ice cream	1 (1)	720
rolled up ice cream near me	5 (4)	6,600

Social Media & Digital PR Success

Capitalized on the rolled ice cream trend and worked with influencers to promote the brand and pushed press for coverage.

+3 Mil social media impressions in 3 months

 MAIL ONLINE



Video: The Beckhams enjoy family day out making ice cream | Daily Mail Online

The Beckhams are currently spending their summer in California. They spent their Saturday rolling ice cream at Cold Rolled Ice Cream in Los Angeles. The whole family joined in with all the fun crafting their own cold treats.

[Read the article on dailymail.co.uk >](https://www.dailymail.co.uk)

"Brenton Way helped bring a 850% increase in SEO Traffic within 3 months, while tapping into Facebook Ad audiences to generate over 400,000 video plays. With their help we were also able to generate 750% increase in social media traffic in 3 months from micro influencers"

TIM HINDS , HEAD OF MARKETING AT COLD ROLLED ICE CREAM