



BrightStag
Digital Marketing

BrightStag's End-to-End DTC Marketing Solutions Generate Over \$500K in New Sales for Food and Beverage Client

ABOUT MARINE TREASURES

Marine Treasures is one of the brands owned by Direct Source Seafood, a major crab and shrimp importer and wholesaler based in WA. Direct Source Seafood has grown to become the largest king crab and snow crab importer in the United States. They are also one of the top companies importing and managing private label shrimp programs for both large and medium size retailers, and food service companies across the country.



ABOUT BRIGHTSTAG MARKETING

BrightStag Marketing aims to help food and beverage companies reach their highest potential. Our team has a wealth of experience launching and scaling food and beverage brands on platforms such as Amazon and Shopify. We're also experts working with brands that require a perishable shipping solution. Thanks to our proprietary systems and digital marketing optimization strategies, we've increased our clients' revenue by an average of 300% or more without breaking the bank on their marketing budget.

THE CHALLENGE

Before working with the team at BrightStag, Marine Treasures had solely focused on developing its wholesale business. However, they wanted to raise brand awareness and get their high-quality seafood into the hands of more customers, but didn't know how to navigate the direct-to-consumer (DTC) space.

The most significant challenges they faced in launching their products direct to the consumer included:

- No customer-facing website.
- No Amazon presence.
- Lacked a retail customer base.
- No social media presence.

To develop an ecommerce presence and take advantage of the direct-to-consumer trend of online shopping/home delivery, we formed a partnership and got to work building out their entire program.



OUR SOLUTIONS

Considering Marine Treasures' lack of experience in the online direct sales world, they had us take control of the entire process from start to finish, building out the whole program on both the back and front end. Our solutions included:



Developing partnerships

Worked closely with a frozen food logistics consultant to help establish operations out of two fulfillment locations, one on each coast.



Branding and print marketing

Designed the shipping boxes and collateral materials that went in the boxes to provide a unified, branded, and customer-friendly experience.



Providing customer service support

Handled customer service to maintain brand image, credibility, and trust.



Building eCommerce platforms

Developed their Amazon presence and built a Shopify store to maximize online DTC sales.



Managing social media presence

Took over their social media presence to stay top of mind with potential customers and address any issues that might come up.



Launching paid ads campaigns

Launched a combination of Google Ads, social ads, and email marketing campaigns to drive Shopify sales and ran Amazon ads to drive Amazon conversions.

RESULTS ACHIEVED

Over 14 months, our efforts delivered tremendous outcomes for Marine Treasures. Our partnership included steadily increasing sales, significant return on investment, and a noteworthy improvement in brand recognition.

We're incredibly proud of the results we achieved helping Marine Treasures launch and scale its DTC presence and look forward to do the same for brands such as yours!

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We could not have had a better partner to launch our online site and sales.

Dave Almeda - Former President of Direct Source Seafood

\$250K

in new online sales generated on \$35K spent

7x

ROAS (Total ACOS on Amazon was only 14%)

6,650

new email subscribers generated from promotions

\$529K

in total sales during the partnership