

Blogs Case Study: Tea Company Generates 104K Visitors from Blogs Alone



Refresh Ideas is a [top eCommerce marketing agency](#) that provides comprehensive digital marketing services for a wide range of eCommerce brands and businesses. Among our many services, we provide strategic content marketing services that help brands increase their online reach, footprint, and sales.

Today, we want to share a case study for a tea company we helped gain thousands of visitors and generate substantial revenue from blog posts alone.

Blogs Case Study for a Tea Company

Here is our detailed case study for a tea company whose brand and business we helped grow online through strategic content marketing.

Client Overview

The client had an existing [website](#) and online store for their tea company with some posts in its blog section. However, these blog posts were few, inconsistent, and not optimized for SEO or keywords. There was a significant lack of research, both in terms of topics, target audience, and the content itself.

On the other hand, their products were top-quality, and the client's tea company was well-respected in the tea industry. However, the few blog posts they had lacked keywords and were not strategic. These posts did not help the tea brand expand its reach, increase its online presence, or improve its revenue.

Here, Refresh Ideas stepped in to help them achieve their blog goals and exceed expectations.



We first analyzed the client's tea brand, website, online footprint, and existing blog posts. This step led us to identify many challenges preventing the client from expanding their reach and growing their brand and business online.



Not Enough Content

The tea company's website only had a handful of blog posts that were not good in terms of meaningful content, topic research, keywords, SEO, etc.



Niche Topic

The tea company had not identified a niche for its blog posts to capture a target audience. Their blog topics were general, wide-ranging, and scattered. As a result, they were not targeting the right audiences with the existing blog posts they had.



Sharing Content to Reach the Target Audience

The client had failed to make their content shareable on other online channels and social media platforms. This oversight prevented the tea company from reaching much of its target audience.



High Competition

The online tea blog space has much competition from skilled content creators and digital marketers. The lack of engaging material in the blog posts made it difficult for our client's tea company to stand out and compete with online blog content from other marketers and creators.



Our strategy for this tea company and their blog posts was to overcome the mentioned challenges. We also planned to provide optimized, meaningful blog content with targeted, relevant keywords and topics relatable to the target audiences. These posts would also be easily shareable.

- **High-Intent Keyword Research**

Our first step was to conduct thorough high-intent keyword research for the tea company. We identified the target keywords that were most relevant to their company, products, and target audience.

- **Good Topic Research**

Our next move was to identify the topics with which the target audience would connect. We considered the target audience's pain points and strategized topic research to narrow niche topics for the client's brand and target audience, particularly those niche topics that competitors had

overlooked.

- **Writing Quality and Engaging Content**

Once we had researched and identified the keywords and niche topics, we went straight to work and produced quality, engaging, evergreen content for the tea company's target audience. We made sure to utilize quality writers, extensive research, and engaging content that would increase traffic and build trust among audiences.

- **SEO for Blogs**

Without proper [search engine optimization \(SEO\)](#), search engines cannot find, understand, or relay blogs to their users. So, we optimized each blog post for search engines using the [best white-hat SEO practices](#).

- **Content Sharing Using Email and Social Channels**

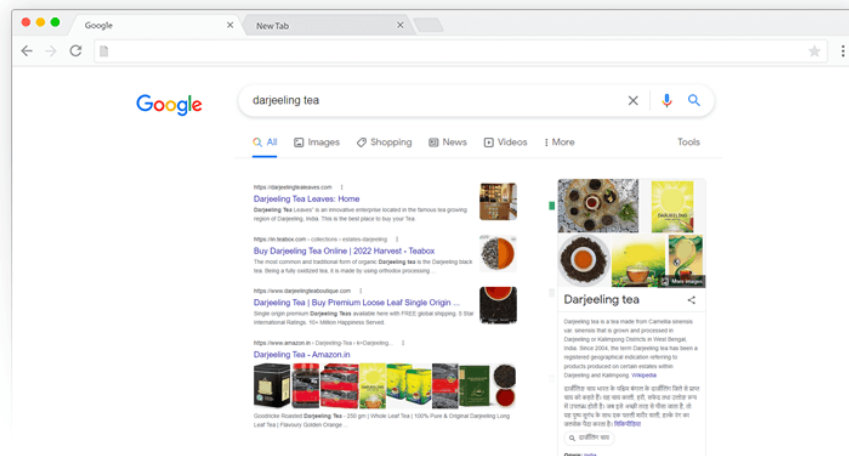
We made sure that each blog post could be shared easily and that the content was meaningful enough for readers to want to share it with others. We also used the blog content for the tea company's email marketing and social media marketing efforts across all channels.



After implementing the improvements, the tea company experienced significant improvements from our blog and strategic content marketing efforts. The results speak for themselves. **The tea company gained 104k visitors on their website, including 93k new users, and generated revenue from blog posts alone.**



The tea company's blog posts are helping them gain audience engagement, generating targeted visitors and revenue, and making the tea brand rank top for many niche topics and relevant keywords.



If you want to know about more digital marketing successes or want Refresh Ideas' top eCommerce, digital marketing, or strategic content marketing services for your tea or coffee brand, please visit [our website](#) today.