

The
Organic
Supermarket
Fresh Food, as nature intended

Our story...

Agenda...

1. A store is born...
2. The Web Decision??
3. Designing and Planning
4. Good Content = Revenue
5. How did we Tell the world
 - PR
 - Social Media
 - Awards
6. Our learnings....



A store is born...

Who are we?

Idea?

...bring organic food to the masses at an affordable price

"Start Small"



Our Mission:

"To become the leading retailer of Organic and ethically traded products in Ireland, by providing ground breaking **customer service**, unique wholesome **products**, **employee pride** and **environmental respect**"

“Move Quickly” – The Strategic Change

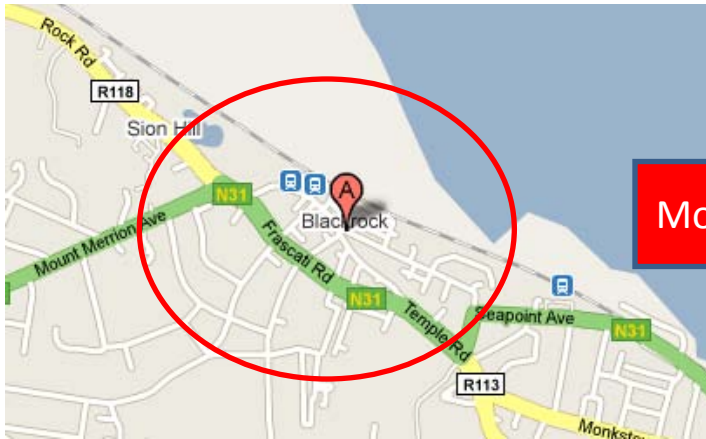
- ✓ Revenue growth needed ?
- ✓ Rapid Strategic Decision?
- ✓ Regional Shop, Nationwide company? Gamble & invested the last of our capital in the web.

In mid-2009 not meeting target!

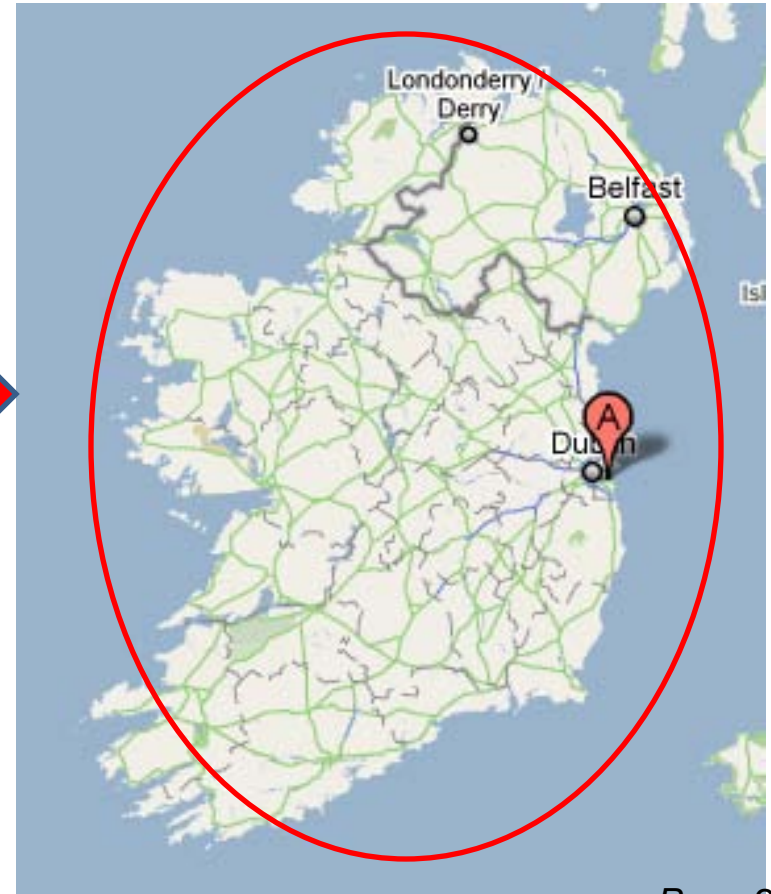
Move quickly and change our strategy.

Nationwide Catchment 4,000,000 Customers

Blackrock Catchment 4500 Customers



Move Quickly



The Design Phase...



1. **Brand and Identity** clearly displayed in a non-corporate funky fresh fun way.
2. **Differentiate ourselves** - Visual shopping experience.
3. **Search Engine** optimisation from the start.
4. **KISS** – Simplicity. Ease of customer use.
5. **Back office** management system 100% efficient (as important as the customer pages)
6. **Social Networking** integration.
7. **Content that drives search engine ranking and Excites Customers.**

And a nationwide E-commerce site was born...

Fresh, Funky Branding that differentiate us and emphasises our USP



Nationwide Next Day Delivery €6.50

“ BEST RETAIL WEBSITE ”
GOLDEN SPIDER AWARDS

“ MOST BEAUTIFUL WEBSITE ”
IRISH WEB AWARDS

The Shopping experience..



In-store News: It is National Organic Week & we have 10% off departments, check us out on radio today www.organicssupermarket.ie/news

Shop Search

Search →

Browse by Category

- Shop Home
- View All Products
- Organic Vegetables
- Organic Fruit
- Organic Vegetable Seeds
- Fresh Bread
- Chocolate & Snacks
- Organic Wine
- Tea & Coffee
- Baby & Child
- Crackers & Breads
- Oils/Spices/Condiments

National Organic Week

10% off all Fruit and Veg!
Boost those Autumn defences!

SALE



1 2 3 4

Special Offers!



Jean Bousquet
Malbec 2007
Special x 2
€43.45 €20.00



Cremant De Loire
€23.95 €21.55



Cht Haut Pouchaud
€16.95 €15.25



The Perfect 'Pear'
Vegetable Box this
week's box for 2
€20.00 €18.00

My Shopping Basket

You have 0 items in
your basket.

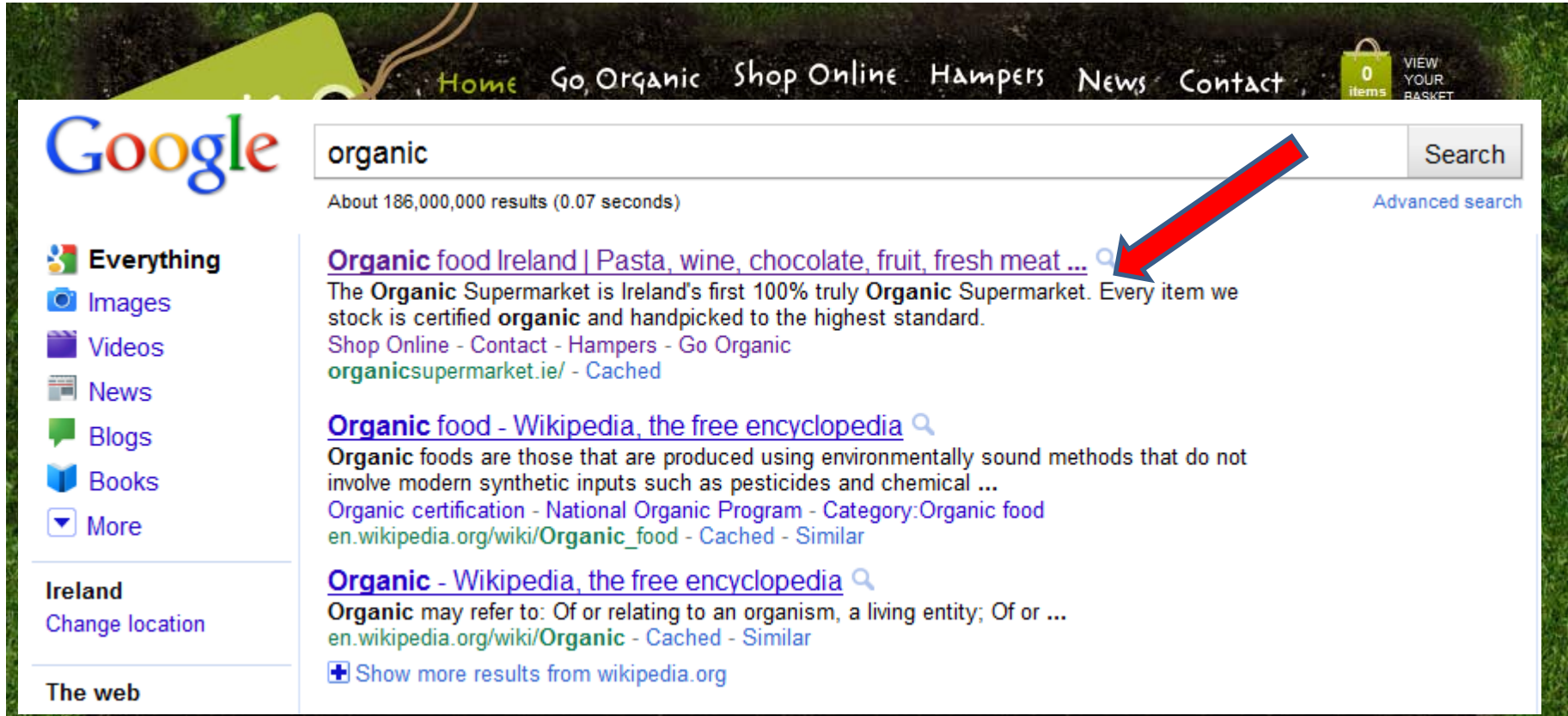
VIEW BASKET

We deliver
direct to your
home or business



Our Top 5
Best Sellers

Google Placement is Critical...



Our learnings...

“Primary Google placement is like have a shop on Grafton Street open 24 hours a day”

“ We have a PR of 5 and rank higher then government sites and all of our competition”

Content

Page Rank

Link Building

Our learnings...good content =



GOOGLE

1. Google LOVES content
2. The more dynamic a site the more Google places it.
3. Each new page of content is crawled and indexed – (you become easier to find).
4. Duplicating content from another site can get you delisted from Google – always have original content.
5. Content needs to be in English not SEO language.

CUSTOMERS

1. Nobody love the hard sell.
2. Static Content acts to deter sales while Interesting updated information draws customers back.
3. Useful information leads to repeat visits, higher traffic and higher ranking
4. Customer getting something for nothing has a massive impact on loyalty
5. Content Sparks Debate.
Customers = Content

= € Increased Revenue €





IRELAND'S RETAIL AUTHORITY
ShelfLife.ie



IRISHTIMES.com



TIMESONLINE



Each of these have published a full feature on us..



Our learnings...

“Personal press release – Irish Media guide.”

“Papers are crying out for good stories – give them one!”

“Gorilla Marketing”

Social Media

Twitter - 702 Followers

Facebook – 933 Followers



Our Blog – Guest Bloggers & Interesting Content

News and Reviews

Darren's own Organic Chilli Con Carne...hot hot hot!

MARCH 08 2010 AT 8:49 PM



(Ehhhh the Best Chilli in the WORLD!)

I have developed this recipe over a long time from a lot of different source, I have mixed and matched ingredients until I just loved the taste.

I have to confess I love chilli, the hotter the chilli, better for me, so you can adjust



The Organic Supermarket featured on TV3's The Morning Show

JANUARY 26 2010 AT 3:04 PM



Newsletter

Our Latest Launch - "The Choosie Foodie Newsletter"

The image shows a screenshot of an email newsletter titled "The Choosie Foodie". The header is green with the title in white and the tagline "because we all love discounts and special offers!". A circular badge on the right says "ORDER ONLINE WITH NEXT DAY DELIVERY". The main content area is white with green accents. It includes a greeting, a welcome message, a quote from Michael Pollan, a "stay connected" section with social media links for Twitter and Facebook, and a preview of an article titled "The Winter Comfy Casserole Makeover...". The footer mentions "Opinion: Our Top 5..... Foodie revolutionary books we recommend".

The Choosie Foodie
because we all love discounts and special offers!

ORDER ONLINE
WITH NEXT DAY DELIVERY

Hi there,

Welcome to the first issue of our exciting new newsletter "The Choosie Foodie". We will keep you up to date with special offers, discounts, handy recipes, tips and news (but not in a spammy way). This is a foodie club newsletter and your input and feedback is 100% welcome.

November Quote:
"Eat food. Not too much. Mostly plants." Michael Pollan.

We hope you enjoy,
Your fellow foodies at The Organic Supermarket

stay connected

follow us on **Twitter**

facebook follow us on **Facebook**

The Winter Comfy Casserole Makeover...

Opinion: Our Top 5.....
Foodie revolutionary
books we recommend

Awards

Awards, the forgotten PR hero ... We enter everything!

= Free publicity, industry recognition and what's more they even give YOU money for it...

Our Shop...

Our business..



"Retail Store Design of the year"



"Most Promising Start up Company
Dun Laoghaire - 2009"
Our E-Commerce....

Our design....



"Most Beautiful website in Ireland 2009".



"Best Retail and Commercial Shopping Website 2009".

Our E-Commerce....



Best E-Commerce website
In Ireland 2 years running



"Best E-Commerce Website
2010" IWA

Our learnings....

Our learnings

1. Use social networks to build customer loyalty not to hard sell
2. Create an interesting unique site that actually contributes to the Internet
3. Look at your competitors and break the rules and do it differently
4. Static content can be as destructive as no content, you put the money in now invest the time.
5. Rally your troops! Inspire & utilise your team.. shout your website from the rafters.
6. Free Advertising - **Tell** the world about your business and never ever miss an opportunity to talk about your company.

Closing Comment:

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.”

Mark Twain

Buy, Buy, Buy WINE

Buy, Buy, Buy Goods

I LOVE
THE ORGANIC SUPERMARKET

The
Organic
Supermarket
Fresh Food, as nature intended

Buy, Buy, Buy
Vegetables

Buy, Buy, Buy
Chocolate

www.organicsupermarket.ie