



HANNA
OLENIK
FINE JEWELRY

CASE STUDY: HANNAOLENIK

ABOUT HANNAOLENIK

HannaOlenik.com sells boutique high-end jewellery to the US and Israeli market, both online and from their Herzliya-based store.

ALL THIS CONTENT'S CHALLENGE

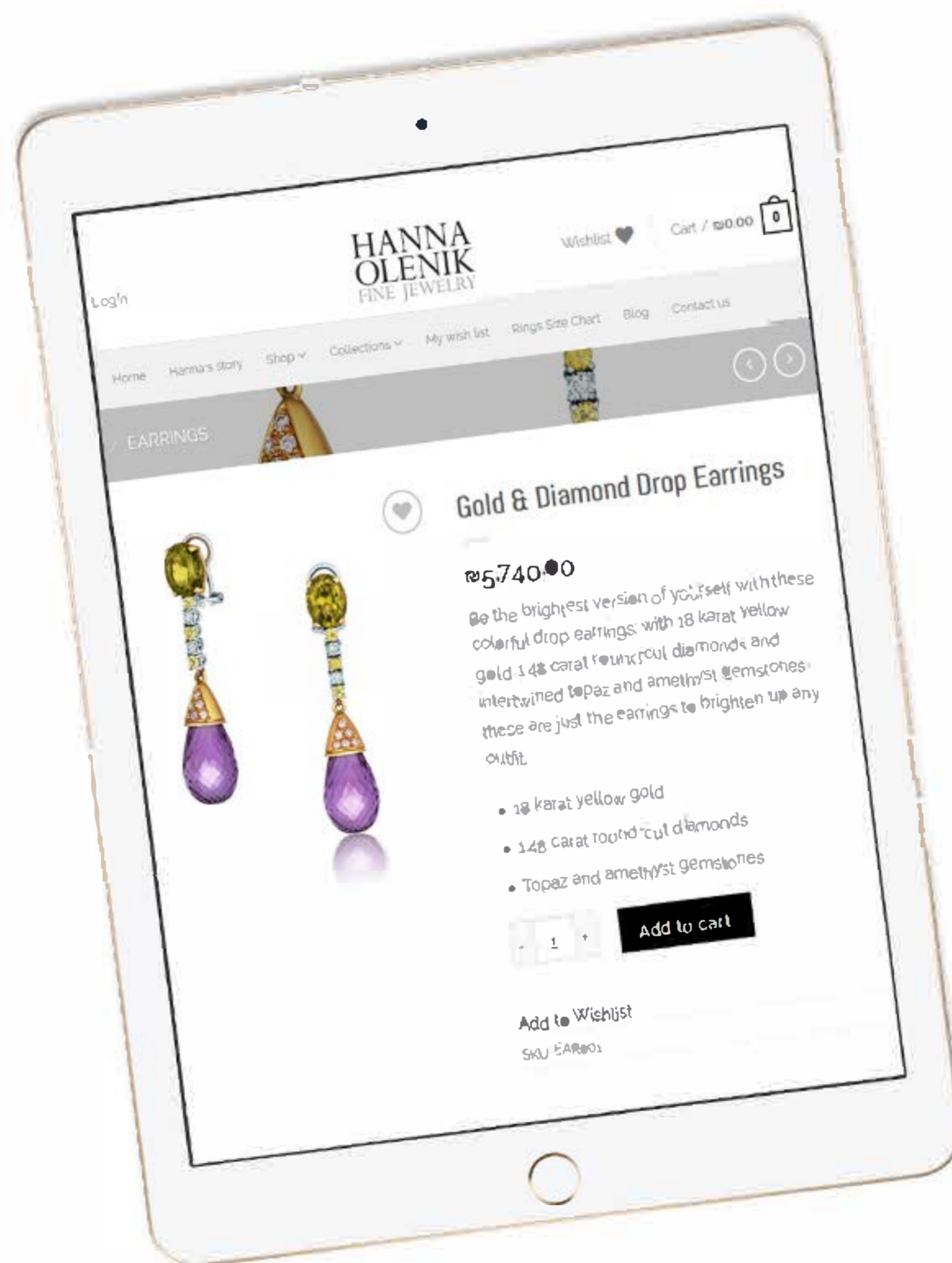
HannaOlenik was starting from scratch: they had images of most of their wonderful products, but were uncertain how to get started with content marketing, what they really needed in order to establish their brand or - most importantly - generate sales.

ALL THIS CONTENT'S OUTCOME:

We started off by - what else? - discussing the brand's content strategy: we came up with a strategy designed around social media penetration. We developed a story for the brand and ensured it aligned across the site and the brand's social media platforms. We then infused this story into each and every product description on the site.

Once this first stage was complete, we discussed ways to fill the site with SEO-ranking content - and voila, a shoppable, exciting site was born.

WITHIN ONE WEEK, HANNAOLENIK'S SOCIAL ACCOUNTS NOTICED A 300% INCREASE IN LIKES, SHARES AND ENGAGEMENTS ON INSTA-GRAM, AND AN INCREASE OF SITE TRAFFIC TO ONE PAGE IN PARTICULAR. IT'S ALL IN A DAY'S WORK FOR US AT ATC.



IN HANNAOLENIK.COM'S OWN WORDS...

Felicity is the Queen of Content. Her team saves us uncountable amounts of time and creative thinking - not to mention loads of effort in dealing with social media, freelance writers and more. ATC's service enables us to focus on the business development side, without having to deal with the back office and admin problems.

MAKE YOUR CONTENT CONVERT ON AUTOPILOT

WANT AWESOME OPEN RATES
& CRAZY-HIGH CONVERSIONS?

GET IN TOUCH!