


**How Sam Brown London
boosted online sales by 61%
after a digital overhaul from
The Social Matrix**





Sam Brown London is a small team of heritage leather workers. They create premium leather goods using sustainable British materials and traditional processes.

Anthony Todd is the founder, chief designer, and lead maker.

Key Results*

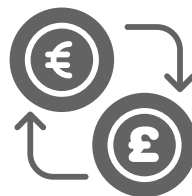
*Comparing Oct 2020 – Jan 2021 to Oct 2019 – Jan 2020



61% increase in
online revenue



117% increase in
online orders



63% increase in online
store conversions



251% increase in
returning customers

The Challenge: Revenue wiped out by lockdown

Before the pandemic, Sam Brown London was thriving.

It was the only heritage leather artisan business invited to sell at The Chelsea Flower Show. The majority of their income came from high end events and craft fairs.

When COVID-19 hit and all the events were cancelled, the impact on the business was instantaneous. Anthony Todd, founder, designer, and lead maker, was worried immediately.



“All of a sudden all of our markets were closing, all our revenue streams switched off. I was standing in the workshop thinking, “What do I do now?” It was terrifying. I reached for some canvas and started making face masks. But really, how many £15 face masks do you have to sell to cover your rent?”

Anthony Todd
Founder, chief designer & lead maker

At this point, although Anthony had a Shopify site and posted on Instagram, he had no experience of online marketing, and no idea how to optimise his online presence to create enough income to keep his business afloat.

Plus, he didn't have any confidence that his beautiful, bespoke leather products would sell online.

“Customers don't just invest in our bags and belts, they invest in us, in our story. When we meet them face to face, they build trust in us. They touch the leather and feel the quality. I just didn't understand how I could possibly communicate all that on a website.”

The Solution: Digital marketing overhaul

Anthony quickly realised that if the business was going to survive, he needed to do something quickly.

A colleague recommended The Social Matrix who offer a complete digital marketing service – from building and optimising websites, to content creation and strategy.

After an audit of Anthony's existing digital marketing, they created a package to meet the specific needs of the business.

The Social Matrix Solution

Website optimisation: Rewriting the webcopy and reorganising the site provided a better customer experience and boosted SEO.

Blog posts: Posting fresh blog content twice a month also boosted SEO and showcased the expertise and values of Sam Brown London.

Instagram: Publishing strategically every day attracted new customers to the business and built personal connections.

Email marketing: Targeted emails to current and previous customers kept Sam Brown London front of mind.

“Nikki and Lorraine are the consummate professionals. They are friendly and know exactly what needs to be done. I’m clueless about digital marketing, but they made it very easy. They took it off my hands, and led me through all the steps necessary to get to where we needed to be.”

The Results: 61% increase in online sales revenue

“Without The Social Matrix, we probably wouldn’t be in business. End of story. I was scrambling to find a way to connect with my customers.”

Following the digital overhaul, comparing October 2020 - January 2021 with the same three months the previous year, Sam Brown London achieved:

- ↑ 61% online sales revenue
- ↑ 63% online store conversion rate
- ↑ 117% number of online orders
- ↑ 251% returning customers
- ↑ 34% online store sessions

Working with The Social Matrix also gave Anthony the peace of mind that he was doing everything he could to stay in business.

“When your machine goes “Kerching!” and you know you’ve sold something, it’s absolutely wonderful. And then you get to go back through your order status and work out how they got there. You realise that the customer invested in a complete stranger. And that’s due to the work The Social Matrix did. Finally, I could sleep at night.”



Lorraine
CEO, Social Matrix

The Social Matrix specialise in creating a HUMAN online presence, delivering digital marketing solutions to attract customers and nurture relationships.

