

CONFIDENCE TO MEET 100,000 SALES GOAL

ABOUT DROOL CENTRAL A MUM & PUP BAKERY. Drool Central A Mum & Pup Bakery is a one-woman-owned shop run by Daisy Nicolas. The bakery is located in Anchorage, Alaska, and targets parents of furry friends with products like dog treats and meals.

THE CHALLENGE. Drool Central A Mum & Pup Bakery's challenge was navigating and defining their target audience and finding the right ways to reach them to better sell their treats. Owner Daisy Nicolas turned to Alaska MEP, part of the MEP National Network™, for help.

MEP CENTER'S ROLE. Drool Central A Mum & Pup Bakery reached out to join Alaska MEP's eCommerce Masterclass to strengthen their eCommerce, create customer persona's and brainstorm new ways to reach their newfound market and audience, and within that, increase sales. Alaska MEP was able to register Nicolas in this cohort at no charge and connect her with Alaska MEP's eCommerce contractor Curt Anderson with B2btail.com. Anderson was able to share free marketing resources and guide Nicolas through key personas and the best ways to reach them. Through the strategies that were taught during this six-week class, Drool Central A Mum & Pup Bakery was able to improve productivity, learning not to try to reach everyone and to instead focus on the business's target customer. Drool Central A Mum & Pup Bakery was then able to increase sales, keeping them in business.

"The Alaska MEP eCommerce Masterclasses, hosted by Curt Anderson, has guided me in defining the type of customers to target. I was all over the place for years trying to appeal to everyone. With his guidance, I now know that one can't appeal to everyone. But attracting more customers means identifying the customers I want. I actually have more confidence now to roll up my sleeves and visualize that I could meet my 100K goal this year. The hours spent with me will produce the success I've been hoping for."

-Daisy Nicolas, Founder & Owner

RESULTS



1 job retained



Reached goal of **100,000** sales by utilizing marketing tactics (Facebook Ads)

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