

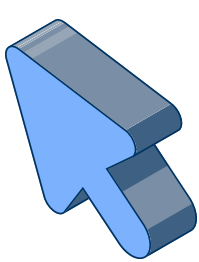
Brewing a Direct-to-Consumer Growth Strategy

KEY METRICS



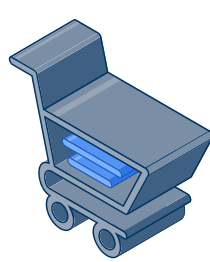
18x

Return on Ad Spend



+62%

Click-Through Rate



+30%

Organic Revenue

Challenge: From Shelves to Shoppers

With a strong foothold in ground distribution and retail partnerships, Door County Coffee had built a respected local brand. But they saw an opportunity to grow a more profitable arm of the business: direct-to-consumer eCommerce.

The team had early success with small-scale PPC efforts but needed a deeper bench of expertise to scale profitably and consistently across digital channels.

The goals were clear:

- ☑ **Expand online reach and revenue** beyond regional distribution.
- ☑ **Build a scalable DTC engine** through paid search, shopping, and organic.
- ☑ **Consolidate digital efforts** into one strategy-driven partnership.



Strategy: Build, Prove, Expand

Logical Position began the partnership by rebuilding Door County's paid search campaigns in February 2020. The goal: create reliable data, isolate performance, and drive measurable growth. From there, we expanded across key services:



Paid Search

Restructured campaigns established clean benchmarks and accurate reporting. Seasonal promotions and product bundles increased average order value, while automation surfaced high-converting search terms. Efforts were mirrored on Microsoft Bing to maximize efficiency at lower CPCs.

Meta Ads

Using historical data from our search campaigns, we refined targeting and optimized ad creative. This fueled increased search volume and built stronger remarketing funnels.

SEO

Starting with assistance in necessary platform migrations, we launched a full-scale program to grow rankings and drive organic traffic. Updated content, product page optimization, and consistent blog content expanded visibility across branded and non-branded keywords.

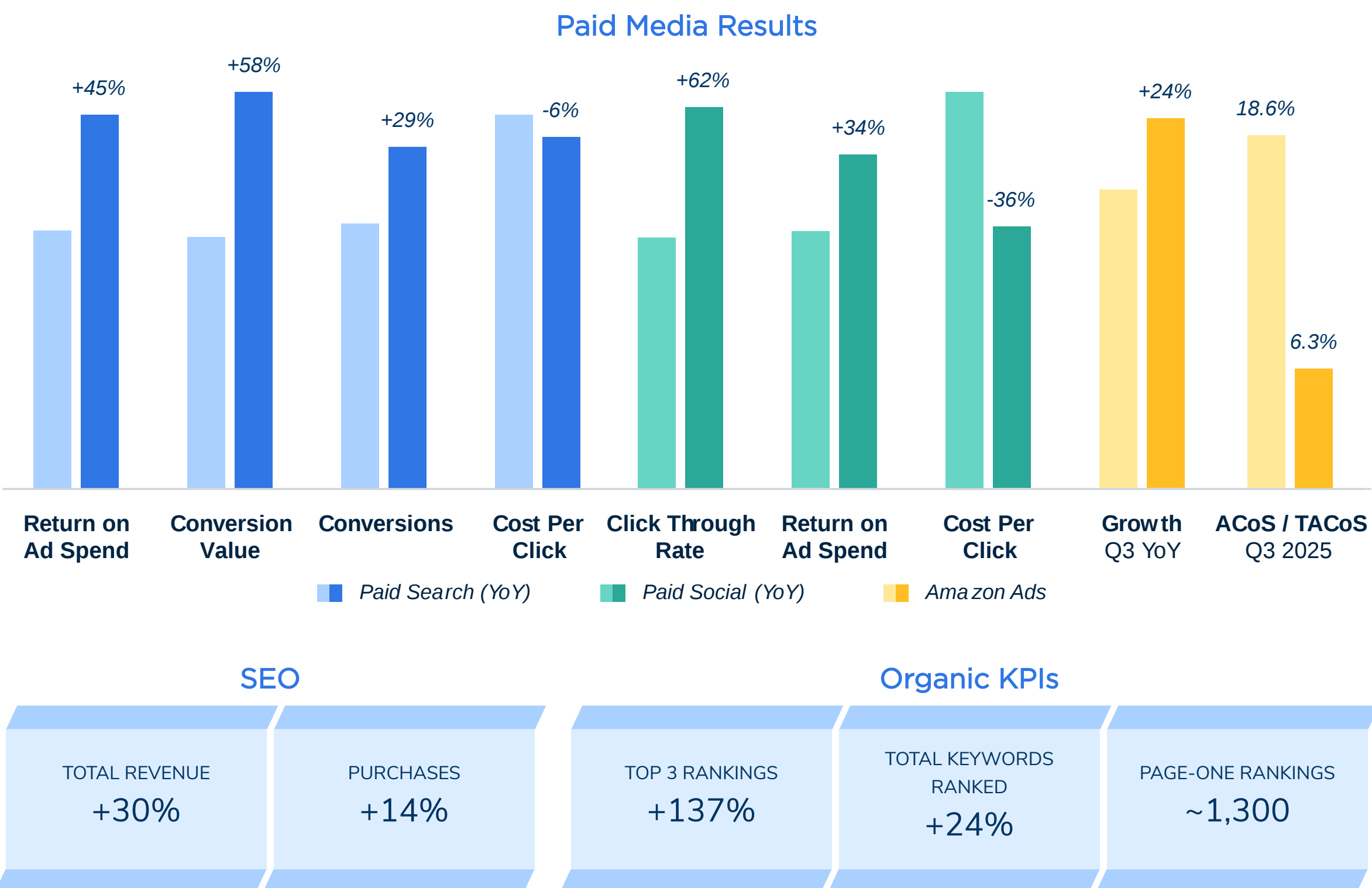
Amazon Advertising

Captured high-intent demand through segmented campaigns focused on top-performing products. As a high-efficiency catch-all, the channel quickly became a major revenue stream.



Results: Direct Revenue, Direct Results

Expanded strategy to drive growth across every major channel:



Impact: From Regional Brand to eCommerce Powerhouse

LP's early success with paid search laid the groundwork for scalable, long-term growth across all channels. When the pandemic hit just weeks into our partnership, Door County Coffee was already positioned to meet the surge in demand, rather than scrambling to catch up.

Every new service since has added efficiency and driven meaningful results. Organic revenue is up 30% year over year, Amazon ads now contribute nearly a quarter of total platform sales, and paid search and social continue to deliver high returns with cost control.

What began as a single-channel engagement has evolved into a full-funnel strategy. Today, LP is more than a vendor, we're a strategic partner supporting Door County Coffee across every digital touchpoint.



What started years ago as a partnership for our PPC Management has since grown to paid social, Amazon Advertising, SEO projects, consultation and video content creation. No matter what department we are working with, we find the team helpful, knowledgeable, and dedicated to our success. Having Logical Position support us in so many different ways also makes for more consistency across messaging and advertising channels.

— Erin Hoffman, Director of E-commerce, Door County Coffee

Tips For Achieving Similar Results

- 📍 **Capture Existing Demand:** Target high-intent buyers through search and shopping, then build up the funnel to generate new interest.
- ✅ **Focus on Data Quality Early:** Clean, accurate data allows for scalable optimization later and pays dividends when expanding product lines or launching on new platforms.
- 🛒 **Layer Services:** Expand into new channels once you've established success on other platforms.
- 🔍 **Don't Skip Organic:** SEO builds long-term visibility that compounds paid media success.

Ready to turn your DTC channel into a growth engine? Let's [brew up a strategy](#) that scales with your business.

[Learn More](#)