

CARLA AMORIM

Carla Amorim Jewelry

With the help of WSI, Carla Amorim Jewelry's new website attracted more than 2,000 visitors in just 15 days!



BACKGROUND

Carla Amorim started designing jewelry in 1993 and quickly established herself as one of the most influential designers in her home country of Brazil. Today, Carla Amorim is a brand that is recognized worldwide and is the preferred brand of a demanding and star-studded clientele. The brand's creative work is inspired by the beauty found in nature, religion, and architecture.

Carla Amorim has emerged as a pioneer in using responsibly mined gems, firmly embracing social responsibility, sustainability, and conscious consumption as part of their core strategy. The brand diligently invests in certifying its entire supply chain, importing raw materials exclusively from non-conflict zones, and ensuring that diamonds adhere to Kimberley Process certification standards.

Visit: <https://carlaamorim.com.br/>

CHALLENGES

When Carla Amorim Jewelry first contacted the WSI team, many business challenges needed to be addressed:



Lack of digital presence

The overall digital visibility of the website had been neglected, resulting in inadequate brand exposure and limited lead generation.



Outdated website

Carla Amorim Jewelry's website was old, unattractive, and difficult to update. A fresh and modern design was needed to attract customers, reflect the brand's innovative and creative work, and meet user expectations.



Reduced margin

The website's online transactions were handled by a third party, which increased transaction costs and reduced the overall profitability of the business.



“WSI has helped us a lot on all digital fronts, correcting directions and solving problems that went far beyond their responsibilities.”

Gabriela Loffredo

Marketing Head at Carla Amorim Jewelry

SOLUTION

Upon meeting with the Carla Amorim Jewelry team and getting insight into their business challenges, WSI established a new digital strategy to help drive growth, enhance customer experiences, and ensure competitiveness in the digital era. The digital marketing solution that the WSI team worked on included the following:

1. Implementing an ecommerce framework that optimized profitability. The process involved eliminating unnecessary 3rd party services and enhancing business agility.
2. Developing a new brand-focused website prioritizing brand messaging, valuable content, and SEO. Conversion rate optimization strategies and targeted PPC campaigns were also implemented.
3. Assisting in integrating the client's Enterprise Resource Planning (ERP) system, enabling Carla Amorim Jewelry to automate and optimize its business processes, enhance cross-departmental communication and data visibility, and boost overall productivity.

RESULTS

With the support of the WSI team, Carla Amorim Jewelry began experiencing a notable rise in its website's visibility, especially in organic search results. Here are some of the achievements that WSI helped accomplish:



The new website attracted more than 2,000 new visitors within the first 15 days of operations!



Within the first month of operations, the number of new organic users to the website exceeded 3,000.



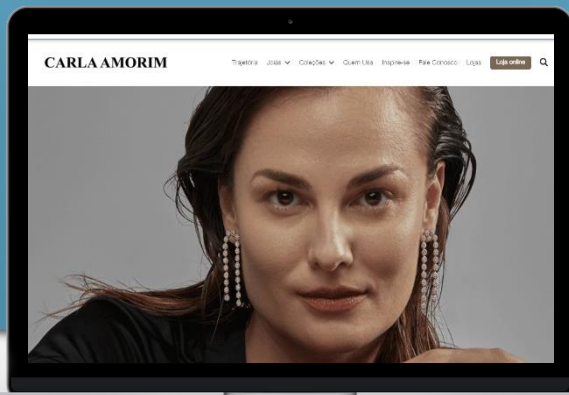
The product purchase pages generated more than 300 conversions in the first month of launch.



The new design corrected over 13,500 SEO and website errors that were present in the old website.

FUTURE PLANS

Through a shared commitment to attaining established objectives, this partnership will definitively impact the future endeavors of both businesses. The WSI team remains dedicated to supporting Carla Amorim Jewelry's business expansion and extending its outreach to a broader audience.



Is your organization in need of similar support and results?

Get in touch with WSI and start unlocking a world of possibility for your business.

www.wsiworld.com/speak-with-a-wsi-expert