



## How Little Rocket helped Knit in a Box

increase their sales from £1,200  
a month to £11,700 in 9 months



Kristian and his team were amazing to work with! They took the time to understand my customers needs and my current website before introducing their plan. We went from 77 subscription box subscribers a month to 750 in under 9 months!

**DHIA MANSOUR**  
Owner of Knitinabox.com



## RESULTS

**1.7% TO 3.7%**  
Conversion Rate

**FROM  
£19 TO £27**  
Average Order Value  
increase

**FROM  
10.2% TO 63%**  
returning customers  
increase

## THE CLIENT

### Knit in a Box

[knitinabox.com](http://knitinabox.com) is the U.K's leading knitting subscription box website built on Shopify. They sell beautiful knit kits curated and designed in house and delivered to customers doorsteps every month.

## THE CHALLENGE

How to drive subscriber growth and website sales with a limited marketing budget.

The Knit in a Box owner had successfully grown the business to revenues averaging £1,200 a month but was keen to improve on this. Most of the growth comes from word of mouth and the Customer Facebook group and page. They had a limited marketing budget of £500 a month and the average website conversion rate was just 1.7% meaning 98 out of 100 customers left without making a purchase.



I'D SPENT A FORTUNE ON FACEBOOK AND INSTAGRAM ADS IN THE PAST AND I COULD NEVER MAKE THEM WORK FOR ME. I'D PRETTY MUCH GIVEN UP WHEN I STARTED WORKING WITH KRISTIAN AT LITTLE ROCKET. WITHIN 1 MONTH I SAW THE PRICE OF PURCHASE CONVERSIONS DROP LIKE A STONE FROM £60 A PURCHASE TO LESS THAN £5!!! FINALLY I COULD SEE WHAT ALL THE FUSS WAS ABOUT! KRISTIAN AND HIS TEAM ARE LIKE MARKETING MAGICIANS!

## SOLUTION

First, Kristian conducted extensive customer research including email surveys, phone interviews and website user testing.

Google Analytics and Facebook pixels were reinstalled and set up correctly then data was studied from both. Conversion Rate Optimisation and split testing software was installed.

Once the customer journey was mapped out Kristian and his team then carried out a full Conversion Rate Optimisation Audit on the website.

Once a full report was created it was then presented to the site owner along with a full list of recommendations on how to grow sales through first improving the site's performance and then driving correctly targeted traffic to the site.



**START WITH THE CUSTOMER!**

## SOME OF THE IMPROVEMENTS INCLUDED:

- Split Testing product pages to improve add to cart rates.
- Implementing Email Marketing to drive abandoned cart sales and repeat orders.
- Increasing Average Order Values through bundling and Upsells.
- Tracking and targeting Facebook traffic with strategic ad campaigns to drive purchases.
- Implementing User generated content and reviews.



**I WAS BLOWN AWAY BY THE INCREASE IN SALES WITHIN JUST A SHORT SPACE OF TIME! MY WEBSITE STARTED TO LOOK MORE PROFESSIONAL AND EASIER TO USE AND AS A RESULT CUSTOMERS SPENT MORE MONEY ON EACH PURCHASE AND RETURNED MORE OFTEN!**

# THE RESULT

A 1000% increase in monthly subscription box subscribers with sales increasing to £11,700 a month within nine months.

Conversion Rate on the website more than doubled from 1.7% to 3.7%.

Average Order Value increased from £19 to £27 and returning customers increased from 10.2% to 63%

Facebook Ad Campaigns converting at less than £3.00 per purchase with ROAS of 6.91



THE WHOLE EXPERIENCE FROM BEGINNING TO END WAS WONDERFUL AND THE INCREASE IN SALES AND CONVERSIONS WAS INCREDIBLE. KRISTIAN IS KNOWLEDGEABLE AND FRIENDLY AND EASY TO WORK WITH AND THE BEST PART IS MOST OF THE PROCESSES IMPLEMENTED ARE ON AUTOPILOT SO I NOW DO LESS WORK FOR A LOT MORE PROFIT AND SALES. I'D RECOMMEND KRISTIAN IN A HEARTBEAT.

## Do you want to explode your online sales?

Download the  
4 Step Blueprint  
Guaranteed to increase  
your online sales today



Want Some Help?  
You're gonna need some rocket fuel.

If you want our help growing your online sales  
book your website tear down and audit right now!

HIRE  
LITTLE ROCKET



## How Little Rocket helped a million dollar website

REVERSE THEIR DECLINE AND DOUBLE THEIR  
CONVERSION RATE RESULTING IN AN INCREASE  
OF OVER \$30,000 A MONTH REVENUE



I've worked with many so called web experts over the last decade but Kristian at Little Rocket has been exceptional. His common sense no nonsense approach allowed us to identify big holes in our sales funnel. Once we applied his recommendations our sales began to improve rapidly.

**ANJA**  
President of Online Sales



## RESULTS

**97%**

Conversion Rate  
Increase

**\$30,070**

Average Sales  
Increase by month

**19%**

Conversions from  
the Happy Customer  
page alone

## THE CLIENT

**Client X** is one of the largest consumer medical device sellers in the U.S. Their website offers advice on medical conditions related to feet. The site sells footcare products to alleviate pain for various feet ailments. Their website was visited by over 2m unique visitors in 2017 before

## THE CHALLENGE

In 2017 the client's website had over 2m visitors and sold over \$1m of foot care products. Halfway through 2018 the website experienced a significant drop in traffic due to a Google penalty that saw monthly visitors immediately fall from 40,000 a week to 12,000. Conversion rate on the site had slowly deteriorated down to 0.78%

Kristian at Little Rocket was hired to carry out a full Conversion Rate Optimisation Audit with the goal to improve revenues through improving the conversion rate across the site.



WE'D SPENT OVER 5 YEARS GROWING THE SITE TO NEARLY \$1M IN REVENUES SO WE WERE DEVASTATED WHEN OUR TRAFFIC DROPPED OVERNIGHT TO A THIRD OF WHAT IT WAS. IN ADDITION OUR CONVERSIONS SLOWLY BEGAN TO DECLINE. WE TRIED ALL SORTS TO IMPROVE IT BUT WHEN YOU SPEND SO LONG ON A SITE IT CAN BE DIFFICULT TO SEE THE WOODS FROM THE TREES SO WE WANTED TO CALL IN AN EXPERT TO EVALUATE OUR SITE WITH A FRESH AND EXPERIENCED PAIR OF EYES. THANK GOD WE FOUND KRISTIAN!

## SOLUTION

Sales and traffic on the website had declined significantly in the last 12 months and the client thought it was due to a Google penalty however in depth analysis of the data provided a different answer.

Fortunately the client had Google Analytics correctly installed on their website so a deep dive into historical metrics was possible. Combined with the installation of a Conversion rate tracking tool and content analytics provided lots of data to search for answers.

A customer exit survey was installed to understand why customers were leaving without purchasing.

Scroll maps and heat maps were installed.

User Tests were created to understand why customers who added products to carts weren't checking out.



**PEOPLE HAVE OPINIONS  
ONLY DATA TELLS THE TRUTH**

## A FULL CRO AUDIT WAS COMPLETED AND RECOMMENDATIONS MADE THAT INCLUDED:

- Introduce Split Testing experiments designed to improve conversion rates across the site
- Fixing a double shipping charge at checkout on mobile devices
- Redesigning the home page and layout of product pages
- Adding video across the site
- Increasing font sizes for mobile devices
- Setting up Google analytics for site search
- Creating a Happy customer page
- Introducing Email Marketing and automating campaigns
- Creating a Lead Magnet to attract email subscribers



ALTHOUGH REDUCTION IN TRAFFIC CONTRIBUTED TO THE DROP IN SALES IT NEVER EXPLAINED THE DROP IN CONVERSION RATE. KRISTIAN AND LITTLE ROCKET IDENTIFIED A DOUBLE BILLING ISSUE FOR SHIPPING OPTIONS ON CHECKOUT OF MOBILE DEVICES WHICH HAD OBLITERATED OUR MOBILE SALES AND AS SOON AS THIS WAS FIXED OUR SALES AND CONVERSION RATE IMPROVED DRAMATICALLY ALMOST IMMEDIATELY. WE THEN BEGAN TO IMPLEMENT THE QUICK FIX RECOMMENDATIONS SUGGESTED BY KRISTIAN IN HIS REPORT AS WELL AS ESTABLISHING A LONG TERM PLAN FOR TESTING EXPERIMENTS ON CONVERSION RATE OPTIMISATION. WE HAVE BEEN DELIGHTED WITH THE PROGRESS AND RESULTS AND I'M GRATEFUL TO KRISTIAN AND HIS TEAM FOR THEIR HARD WORK AND ASSISTANCE ON THIS PROJECT.

## THE RESULT

Within Six months of the project starting Conversion Rate across the site had increased by 97% to 1.51%.

Sales increased by an average of \$30,070 a month for three consecutive months within six months of the project starting.

18% of revenue was coming from email marketing set up by Little Rocket with an average conversion rate of 4.5% at minimal cost of acquisition.

Conversions from the Happy Customer page alone was 19%!



I CONTINUE TO BE EXTREMELY IMPRESSED BY KRISTIAN AND LITTLE ROCKET. WE HAVE REVERSED OUR DECLINE IN REVENUES AS A DIRECT RESULT OF HIRING HIM.



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LITTLE ROCKET**



How **Little Rocket**  
helped **Velvet Cocoa**  
sell **\$40,000** of Hot Chocolate  
in one month



I had a nice product and no idea how I was going to sell it and I had 4 weeks before my window of opportunity closed. I hired Kristian of Little Rocket Services to help me and what a smart decision that came to be!

**CLAIRE**

Founder of [VelvetCocoa.com](http://VelvetCocoa.com)



## RESULTS

**4.2%**

Average  
Conversion  
Rate on site

**10 FIVE STAR  
REVIEWS**

within 3 weeks on  
Amazon

**\$7.90 PER  
PURCHASE**

Average Facebook  
Conversion

## THE CLIENT

### Velvet Cocoa

Velvet Cocoa ([velvetcocoa.com](http://velvetcocoa.com)) sells luxury drinking hot chocolate powder online. They were established in November of 2018 in the USA.

## THE CHALLENGE

The founder of Velvet Cocoa spent six months developing her luxurious hot chocolate as a premium product. Unfortunately testing and design took longer than anticipated and when the product was finally ready to ship the client had no idea how or where to sell her product and time was running out fast. The market for drinking chocolate is seasonal and peaks in November and December each year. Velvet Cocoa had 4 weeks to sell all their inventory or they would struggle to sell it before the expiry dates on the products run out.



IT TOOK ME SO LONG TO GET THE PRODUCT TASTING EXACTLY HOW I WANTED AND THE MANUFACTURER TOOK SUCH A LONG TIME TO MAKE SAMPLES I QUICKLY RAN OUT OF TIME ALTHOUGH MY ORIGINAL IDEA TO SELL ON AMAZON WAS A GOOD SOLUTION I DIDN'T REALISE IT WAS SO COMPLICATED TO SET UP AND BEGIN THE PROCESS. HAVING A MARKETING BACKGROUND HELPED POSITION TO THE PRODUCT BUT I NEEDED HELP FROM SOMEONE WHO KNEW HOW TO SELL ONLINE. KRISTIAN WAS RECOMMENDED TO ME BY ANOTHER ONLINE SELLER AND I GOT IN TOUCH WITH HIM TO SEE IF HE COULD HELP ME AS I DIDN'T EVEN HAVE A WEBSITE OR AN AMAZON ACCOUNT!

## SOLUTION

After a detailed discussion on Skype, Kristian created and designed a marketing and online selling blueprint tailored specifically to sell all inventory before December 21st and presented it to the client. After agreeing the plan and budget, the plan was put into immediate implementation.



**TEST BEFORE YOU  
INVEST THEN SCALE RAPIDLY**

## THE PLAN INCLUDED THE FOLLOWING STEPS:

- Design, build and implement a Shopify Store to be completed within 4 days
- Photograph and Video Render of products to be completed within 48 hours
- Set Up Amazon Account, ungate category, build product listing, import inventory
- Set up Amazon PPC Ads
- Set Up Google Ads
- Set up FB and Instagram Account and Ad campaigns
- Google Analytics Pixel Installed, FB Pixel Installed
- Email Marketing Set up and Automated campaigns with discount codes built
- Reviews on Amazon and Shopify garnered through automated email campaigns
- Monthly product subscriptions built on Amazon and Shopify



**IT WAS THE CRAZIEST MONTH OF MY LIFE BUT WITH KRISTIAN'S HELP I  
MANAGED TO ACHIEVE 3 MONTHS OF WORK IN A WEEK. EVERYTHING  
WAS BUILT PROFESSIONALLY AND ACCURATELY AND WITHIN 1 WEEK OF  
HIRING KRISTIAN WE HAD MADE OUR FIRST SALE!**

# THE RESULT

- \$40,000 of products sold within 4 weeks (2,000 units of stock at an average selling price of \$20)
- 100+ monthly subscriptions sold resulting in recurring revenue of \$2,000 a month ongoing
- Average Conversion Rate on site of 4.2%
- 10 five star reviews within 3 weeks on Amazon
- Number 1 selling Hot Chocolate gift set on Amazon
- Average Facebook Conversion of \$7.90 per purchase
- Average Advertising Cost of Sale on Amazon 27%



KRISTIAN AND HIS TEAM WERE AMAZING! WITHOUT HIM I DON'T KNOW WHAT I WOULD HAVE DONE TO SELL MY PRODUCTS. HE IS AN EXPERT IN SELLING ONLINE AND I CONTINUE TO WORK WITH HIM ON ALL MY FUTURE PROJECTS!

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