

Good Life Tea

Good Life Tea grew its business with digital marketing built for the Finger Lakes region. Arising Media's campaign drove more foot traffic and online sales.

RESULT

25% YoY sales growth, 40% increase in web traffic

ENGAGEMENT

Arising Media client

Where Good Life Tea started

When Good Life Tea, a high-end tea retailer based in downtown Canandaigua in the heart of the Finger Lakes region, approached us for complete digital marketing support, they were struggling to compete with larger tea companies despite offering over one hundred ten high-end loose leaf teas and carefully selected teaware to customers nationwide. Since opening their doors in 2013, Good Life Tea had built a loyal local following through their physical storefront, but their online presence wasn't effectively capturing the growing market of tea enthusiasts searching for specialty organic, herbal, and traditional teas through digital channels. Their Shopify store existed but lacked the marketing foundation needed to compete with established tea brands that led search results for terms like loose leaf tea, organic tea blends, and high-end teaware. The disconnect between their strong product quality and limited digital visibility was preventing them from reaching tea lovers beyond their immediate Finger Lakes community who would appreciate their carefully selected inventory ranging from classic Earl Grey Top to unique blends like Hot Cinnamon Spice.

Our approach

Our approach began with executing complete product advertising campaigns across Google Search and Bing to capture high intent customers actively searching for high-end tea products. We developed targeted campaigns for their diverse inventory, creating specific ad groups for green teas, black teas, herbal tisanes, oolong varieties, and specialized teaware, ensuring each product category reached customers with relevant interests and purchase intent. The Shopify theme improvements we implemented improved the user experience and conversion rates, with particular attention to showcasing their free shipping offer for orders over fifty five dollars and highlighting the free tea samples included with every web order. Our SEO work focused on establishing Good Life Tea as an authority for high-end tea searches, developing content that educated customers about tea varieties, brewing techniques, and the quality differences that justify high-end pricing. We assisted with brand management across all digital touchpoints, ensuring consistent messaging that positioned Good Life Tea as the accessible upscale style tea source for particular customers who valued quality and variety. The marketing campaign planning and strategy we provided addressed the seasonal nature of tea sales and the gifting opportunities that generate significant revenue during holidays and special occasions. We developed campaigns targeting tea enthusiasts during peak gifting seasons, wellness focused consumers during New Year health goals, and comfort seekers during cold weather months when hot tea consumption increases.

What changed

Good Life Tea operates as a successful multi channel business that serves both their local Finger Lakes community and tea enthusiasts nationwide, with their digital presence effectively communicating the quality and expertise that has made them a reliable source for high-end teas since 2013. Good Life Tea achieved significant growth despite pandemic challenges and market headwinds with web traffic increasing 40 percent through strategic search improvement and multi-channel campaign

execution, and sales increasing 25 percent year over year demonstrating direct impact of improved search visibility and improved campaign performance during challenging market period.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.