Fairytale Brownies Company Overview

Fairytale Brownies is a gift giving company that specializes in All-Natural Belgian Chocolate Brownie Gifts. The company was founded in 1992 by David Kravetz and Eileen Spitalny who were childhood friends. David & Eileen started the company in a friends catering kitchen in Scottsdale, AZ. They started out very humble, sampling brownies at street fairs, coffee shops, and farmers markets. They had the opportunity in the late 1990's to be reviewed by The New York Times. After that review, business boomed for the company. Shortly thereafter, Food Network's "Food Finds" came to shoot an episode at the Fairytale Bakery and it was history from there. Most recently, Food Network's "Unwrapped" came again to shoot an episode entitled "Comfort Food" in November, and Fairytale Brownies was a featured item on a new QVC show entitled 'Award Winning Tastes' that aired on Friday, February 20th.

Today, Fairytale Brownies owns its own 40,000 sq ft baking facility and bakes/ships over 2 million brownies per year. They send over 1.5 million catalogs per year worldwide (they can ship anywhere in the world!). Fairytale Brownies specializes in direct marketing, and is both a B2B and B2C retailer, and includes a large wholesale division as well. There are gifts for every occasion in the product line that also includes the ability to customize boxes with your photograph or full-color logo. Fairytale Brownies annual sales for the fiscal year 2007 was $9.5 million dollars.

Fairytale Brownies company mission is defined as follows: "Our Purpose is to simplify gift giving and spread joy through gourmet chocolate brownies. Our Core Values are product excellence, incomparable service, integrity, teamwork and leadership. Our Goal is to be the number one and best tasting brand of brownies in the world."

Site Analysis

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- #PPC Keywords and Competitor keyword Analysis
- #User Keyword Testing
- #Site Structure & Navigation
- #Competitors Website Analysis

Fairytale Brownies Website Goals

- The primary goal for the Fairytale Brownies website is to generate traffic via direct traffic or referring sites to sell merchandise. Secondary goals are for the site to be intuitive and user friendly, visually and graphically pleasing, easy to navigate, and encompass to a simplified checkout. If any of these elements are missing, it can be a barrier to conversion. Once a customer has purchased from the site, Fairytale Brownies hopes to make the buyer into a lifetime customer by sending catalogs and email promotions periodically.
- The next goal for the website is to reinforce positioning/standards and to promote brand awareness. To reaffirm Fairytale Brownies as a high-end luxury gift item, but to also portray the company's magical and whimsical nature. Also to reinforce the company's "One Pure Promise" which is a promise to only use the purest ingredients in baking and to use the highest quality not only in ingredients, but in customer service as well. This is an important factor in promoting our credibility as a high-end brand.
- SEO is an important goal as well. Making sure to optimize the site for SEO by incorporating strategically identified keywords into the site content, have indexable text links and navigation, use alt and meta tags throughout and to incorporate search engine friendly product pages and URL's.
- What is quickly becoming an integral part of the business and brand is the newest initiative that ties into the website, which is the social networking initiative. Social sites such as Facebook, Twitter, Yelp, FoodBuzz, YouTube Channel, and Fairytale Brownies Blog help help drive traffic to the website and engages the customer which is an integral part of the SEO strategy.
- Since Fairytale Brownies is a multi-channel merchant, the website is a means to provide access to all channels. You can request a print catalog from the site as well as get hours, directions, and information on how to purchase brownies from their retail store.
This information that follows is considered confidential. Fairytale Brownies has a Pay Per Click campaign that encompasses 3 main categories.

- Branded Terms
- Brownie General Terms
- Domain Names

The top 5 terms that Fairytale bids on in the **Branded Terms** Category:

- fairytale brownies
- fairytale cookies
- fairy tale brownies
- fairytale chocolate
- fairy brownie

The top 5 terms that Fairytale bids on in the **Brownie General** Category:

- brownie gift
- brownie gift basket
- brownies
- brownies gifts
- brownies delivery

The top 5 terms that Fairytale bids on in the **Domain Names** Category:

- brownies com
- brownie com
- fairytalebrownies com
- brownies org
- brownies gift

**PPC Statistics for Fairytale Brownies**

There is a great internet resource that is called Spyfu (http://www.spyfu.com/) that gives you any PPC information you are looking for on any company on the web. This is the site where I did most of my keyword analysis. Currently, Fairytale has a very small PPC campaign running. The daily budget is $50, and they are only bidding on the terms you see above. Due to the economy, they have scaled back dramatically the amount they are bidding on each term and are leaning heavily on their SEO and blog to drive natural rankings in the search engines. The terms that are pushed heavily in their SEO strategy are:

- Best Brownies
- Brownies Online
- Send Brownies
- Delivery Brownies
- Gourmet Brownies
- Chocolate Brownie
- etc...

PPC Statistics for Cheryl & Company
Cheryl and Company (http://www.cherylandco.com/)

PPC Statistics for Dancing Deer
Dancing Deer (http://www.dancingdeer.com/)

PPC Godiva
Godiva (http://www.godiva.com/)
User Keyword Survey

We surveyed our family, friends and co-workers, using the following scenario:

You need to buy a gift for a friend or family member. You want to buy something that is chocolate and is gourmet. You also know they are big brownie fans. You start a search using ________X________ search engine.

What are the keywords that you would use to start searching for a gift?

- term 1 ____________________________
- term 2 ____________________________
- term 3 ____________________________
- term 4 ____________________________
- term 5 ____________________________

Did Fairytale Brownies appear in your search results (for each term)? If so, where did it appear?

Was it a sponsored link, or was it listed on the left side in the natural results?

Results

- Data was gathered from 13 survey participants.
- Average age: 38
Survey results compared to desired keyword usage:

Fairytale Brownies would like to rank in search engines for the following key words (bolded terms indicate keywords that were search for by survey participants):

- Brownies
- Best Brownies
- Brownie Recipes
- Brownies Online
- Chocolate Brownie
- Corporate Food Gifts
- Corporate Gifts
- Delivery Brownies
- Food Start Ups Advice
- Fudge Brownies
- Gourmet Brownies
- Gourmet Chocolate Gifts
- Holiday Gifts
- Kosher Gifts
- Order Brownies
- Send Brownies
- Ship Brownies
- Soldier Care Packages
Site Structure & Navigation

Home page link map.

Brownies.com Site Map

Key Site Areas:

- **Buy Product**
  - Clicks Away: 3 (Choose "Shop By" Category, Choose Subcategory, then select product on results page)
- **Catalog Request**
  - Clicks Away: 1 (Prominent Homepage Link)
- **Brownie Flavors**
  - Clicks Away: 2 (rollover, then click)
- **Contact Us**
  - Clicks Away: 2 (Rollover "Customer Service", then click)
- **Brownie Blog**
Competitors Analysis

The major competitors Fairytale benchmarks are listed below. They are not all necessarily ‘brownie’ companies per say, but they are all gift-giving companies and are leading in the industry. They are benchmarked on price, product, web, catalog, offers, incentives, etc…

- Harry and David – Gift-giving, chocolates, baked goods, fruits, corporate gifts, gift towers. [www.harryanddavid.com](http://www.harryanddavid.com)
- Godiva – High-end fine chocolates, corporate gifting. [www.godiva.com](http://www.godiva.com)
- Lake Champlain Chocolate - High-end fine chocolates, corporate gifting. [www.lakechamplainchocolate.com](http://www.lakechamplainchocolate.com)
- Dancing Deer – brownies, cookies, gift packages, breads, corporate gifts, and other baked goods. [www.dancingdeer.com](http://www.dancingdeer.com)
- Cheryl & Co – cookies, brownies, corporate gifts, and other baked goods. [www.cherylandco.com](http://www.cherylandco.com)
- Wolferman’s – breads, gift baskets, gift towers, other baked goods. [www.wolfermans.com](http://www.wolfermans.com)
- Mrs. Field’s – cookies, cakes, brownies, gift towers, corporate gifts, and other baked goods. [www.mrsfields.com](http://www.mrsfields.com)

See Brownies 7 for detailed competitor analysis.


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