



Case Study: Natural Botanika



"Marketworks' Creative Services has provided me with strong branding that has drawn a more profitable customer to my site."

Business Challenge

A veteran on eBay, Kelly Bloom has sold botanical soaps and culinary spices on eBay for more than five years. In the early stages of her business, Bloom used eBay's Turbo Lister to manage eBay sales.

"Before Marketworks, I struggled to maintain Power Seller status for my eBay businesses."

In the summer of 2002, order volume and customer demand became overwhelming. The business' most serious challenges were the excessive manual effort required to process orders and manage emails, which took away time to list. Bloom knew this limited her business' growth. In addition, her marketing sense told her that better branding and an independent website could help further grow profits.

Results With Marketworks

As a result of switching to Marketworks, Natural Botanika benefited from huge efficiency gains through automated email management, order processing, inventory management, and listing. Bloom calls Marketworks her "hired help" and estimates that she has saved hiring four employees as a result of automation. The business has now quintupled in annual revenue and order sizes have increased by 40% since adopting Marketworks. Prior to Sept 02, Kelly struggled to maintain the basic Power Seller entry level of sales, with both businesses combined on one single sales ID. Now, Bloom maintains Power Seller status for two businesses. Natural Botanika has achieved 5,900 feedback, as of Jan 2004, and 100% positive feedback.

Bloom manages two businesses from a single Marketworks account – Natural Botanika for bath and body products, and Caravan Spice for culinary spices. Marketworks' Creative Services designed the logos, websites, and eBay templates for each business (www.naturalbotanika.com and www.caravanspice.com). Bloom strongly believes that professional branding boosts perceived value and quality in the consumer's mind. Not only has she been able to raise prices, but she has seen real economic benefit from customers who buy more, pay more promptly, and are more satisfied.

Finally, Natural Botanika has taken full advantage of features such as Marketworks' promotions functionality. A recent \$5 off promotion provided a swift increase in order volume and order sizes.

Successes like these are why Bloom chose Marketworks and looks forward to further growth in her business.

Company Background

Based in Fayetteville, North Carolina, Natural Botanika sells handmade botanical soaps and other bath, body, and spa products via eBay and a Marketworks-hosted storefront. Kelly Bloom runs the Natural Botanika business and a secondary business, Caravan Spice, which provides culinary spices to a gourmet cooking audience.

Why Marketworks?

Natural Botanika switched to Marketworks for the following key reasons:

- Automated listing, email management, and order processing
- Strong creative services for branding and website design
- Excellent comments from other eBay sellers regarding Marketworks' service

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