

Carambole Chocolate

HOW TO ACHIEVE 150% REVENUE GROWTH AND
INCREASE BRAND AWARENESS IN ONE YEAR

By Yulia Dijkstra
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**THE
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BUREAU**



The company

Carambole Chocolate

Carambole is a brand of award-winning chocolate bonbons and creative chocolate workshops from the Netherlands.

The main business challenge was to achieve fast business growth for the hi-end, artisanal artistic product while having limited resources.



Photo by [@amster.di.photo](#)

The Challenge

- Promoting a perishable, hi-end artistic product
- Limited resources
- Very early growth stage
- Visual branding in need of refining to match the essence and the values of the product
- A lot of manual labour in operations

Objectives

- **Increase sales**
- **Refine product positioning and brand identity**
- **Improve operational efficiency**

Strategy

Marketing and Branding

- New branding to match the core artistic idea of the product and its values
- New content marketing strategy to increase user engagement
- Introducing storytelling into marketing campaigns and content
- Increasing online presence and optimizing existing online channels

Operations

- Automating fulfilment
- Streamlining invoicing
- Introducing automated workflows

Product

- Refining product positioning, USP and target audience
- Improving product presentation, both online and offline (product descriptions, visuals, menus, boxes, etc.)

Customer engagement

- Introducing automated workflows to collect customer feedback
- Introducing product reviews on the website

Key projects in 2024

- Full rebranding.
- Social Media Strategy: expansion into LinkedIn, new Instagram feed design, storytelling.
- Website optimization for search engines (SEO optimization).
- Website as the storefront - easy navigation, clear offering, improved online shopping experience.
- Updated product line, new seasonal products. Special launch - 2024 Advent calendar that won Silver at the Academy of Chocolate in London.
- Setup and execution of email marketing campaigns.
- Improvements in operations: shipping, accounting, financial planning, calculations of margins, cost optimization, setting up databases.

2024 results in numbers (compared to 2023)

+134%
REVENUE

+40%
AVG. ORDER VALUE

+70%
NR OF ORDERS

+50%
STORE CONVERSION

+25%
IG FOLLOWERS

+210%
LINKEDIN
FOLLOWERS

+150%
EMAIL
SUBSCRIBERS

+680%
ORGANIC TRAFFIC
(SOURCE: SEMRUSH)



Photo by [@amster.di.photo](#)



SNAPSHOTS FROM THE COMPLETED PROJECTS

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Website

Before

Meet the maker & Carambole tasting

The session has been tailored specifically for people who want to know more about bean to bar chocolate and see how bonbons get created. Go on an adventure starting with a cacao bean in the jungle and ending with a piece of art on your plate. We will talk about history of cocoa, about nature and farmers. We will taste copious amounts of different craft chocolate and couvertures, to introduce you to the colorful palette of flavours and we will see how important the choice of couverture is for every particular bonbon. I will demonstrate you the making process and fill you in to the secrets of the craft. Of course we will be tasting different Caramboles! Bottomless espresso, tea, water and chocolate!

- 1,5 to 2 hours
- €55 p.P. - group of 4 - 8 people
- €220 min. booking for smaller groups
- Location: Amsterdam or Amersfoort

BOOK TASTING

After

WE SHIP TO EUROPE, US AND CANADA

Carambole

CHOCOLATE SERVICES

SHOP

OCCASIONS


BONBONS

ABOUT

Chocolate Workshops and Tastings

It's a chocolate journey around the world that can come to your office or your home. Amsterdam, Utrecht, Amersfoort, or anywhere else in the Netherlands - our dedication to craft chocolate knows no borders. Are you located outside of the Netherlands? Send the request anyway! We will figure out a way to do it.


From €55 p.p.



Chocolate tasting

READ MORE


From €90 p.p.



Make own chocolate

READ MORE


From €120 p.p.



Make own bonbons

READ MORE


From €75 p.p.



Tea & chocolate pairing

READ MORE

From €150 p.p.



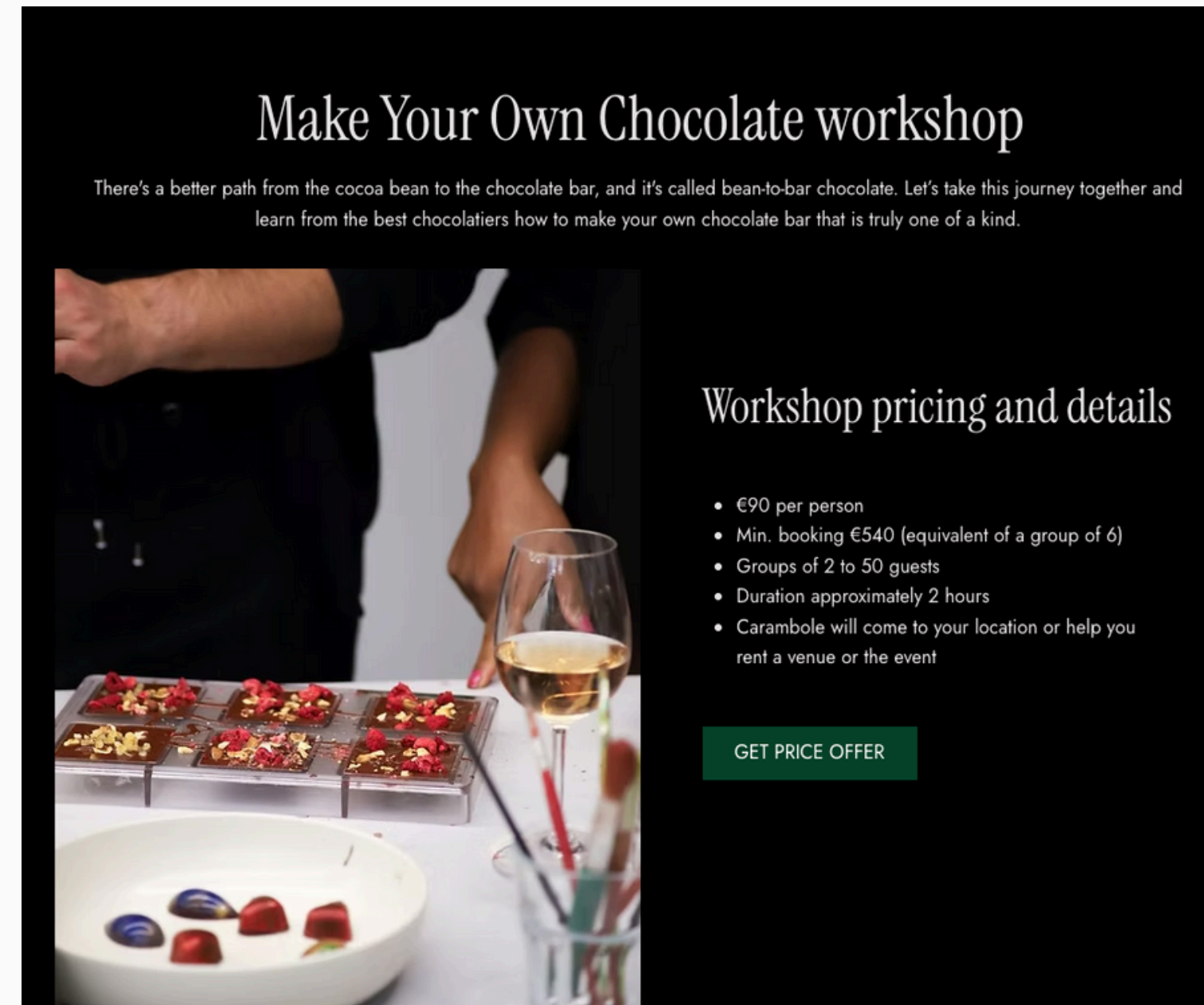
Business game au chocolate

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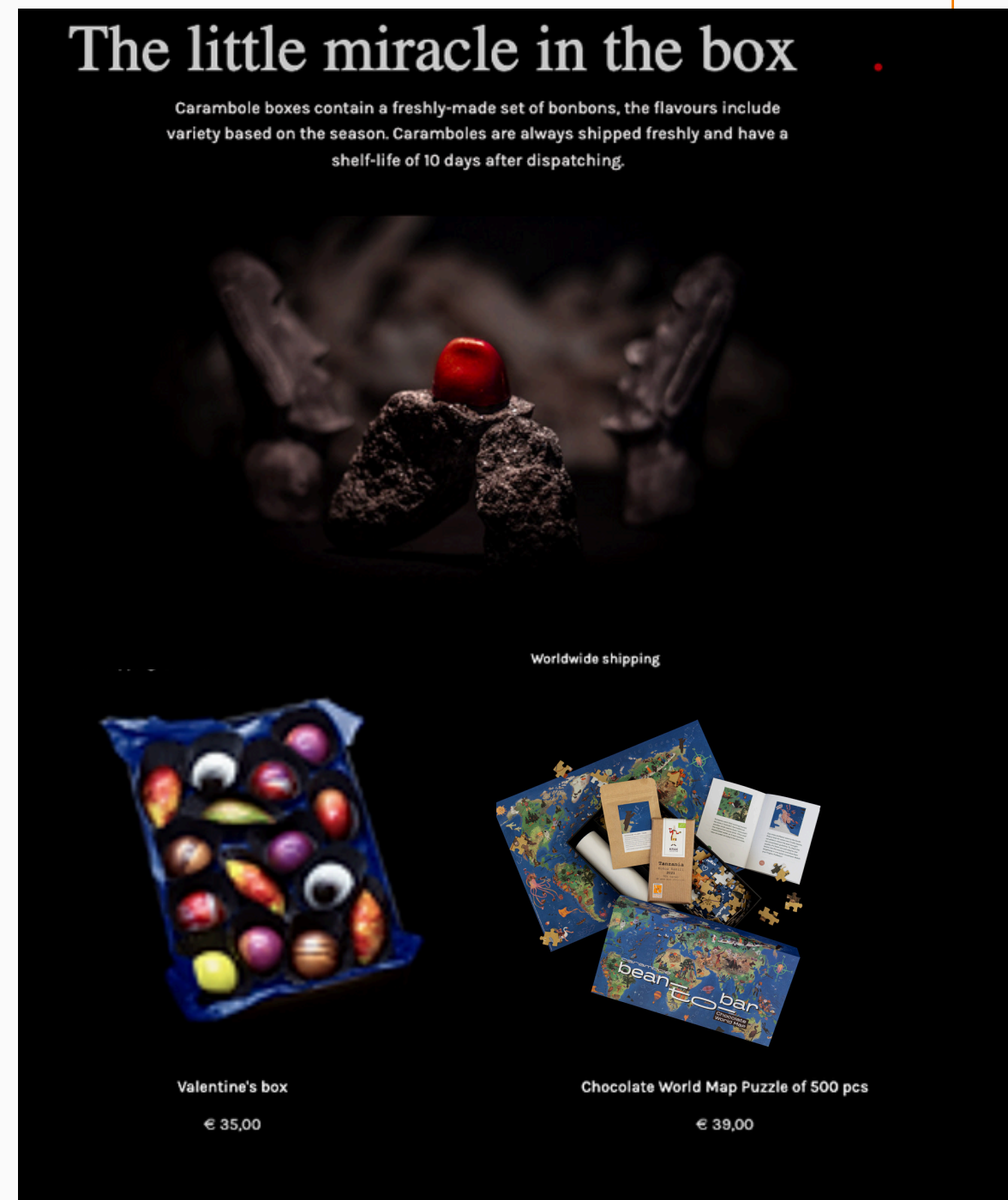
Website – what's changed

- Focus on high-quality visual content to introduce the artistic product.
- New branding that reflects the character of the product.
- All crucial info is visible at a glance (prices, selection of services, conditions).
- The website was made multilingual.
- Multilingual blog with active posting to improve SEO rankings.
- Added event booking section that simplifies administration of workshops.

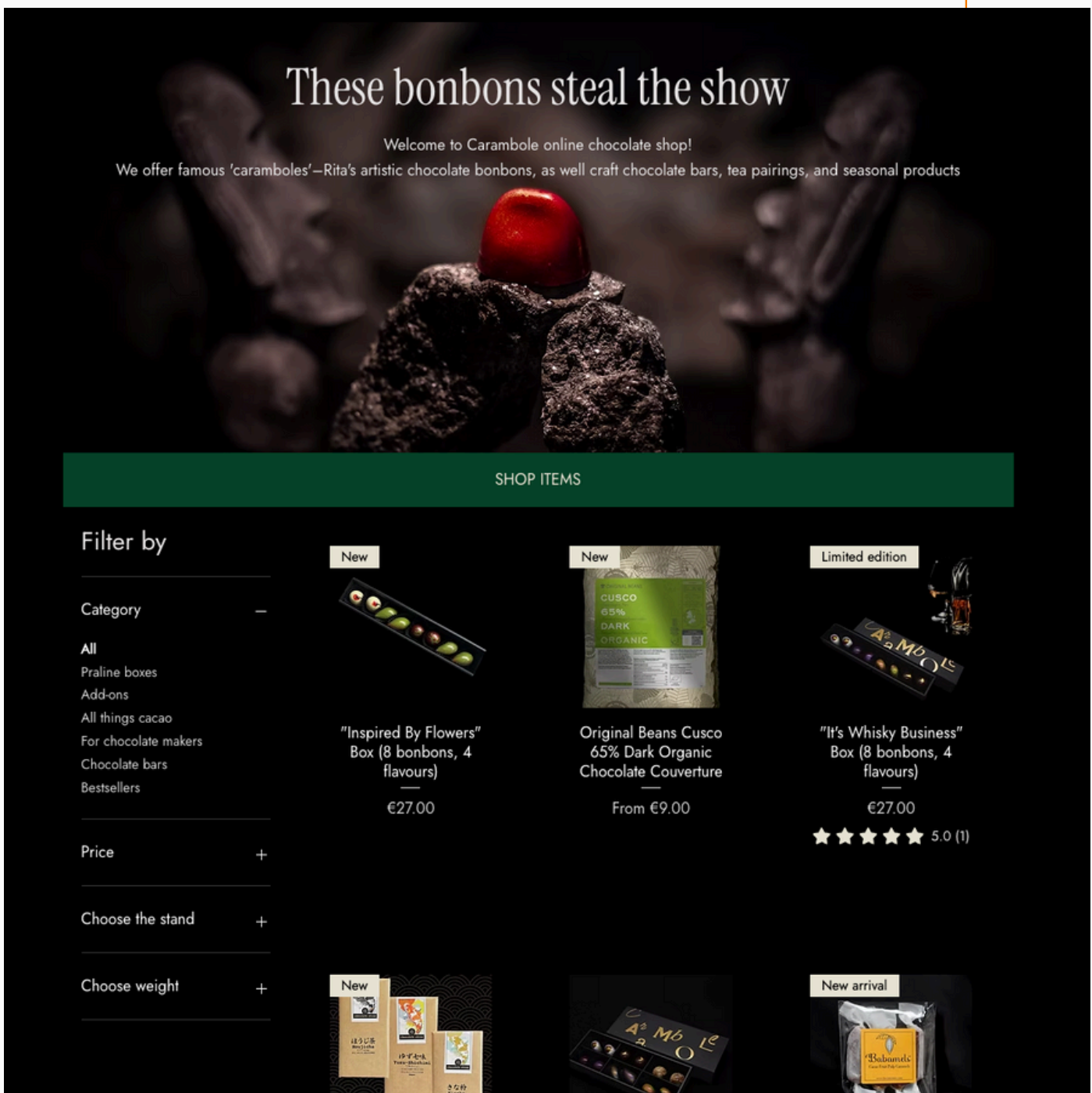


Online shop

Before

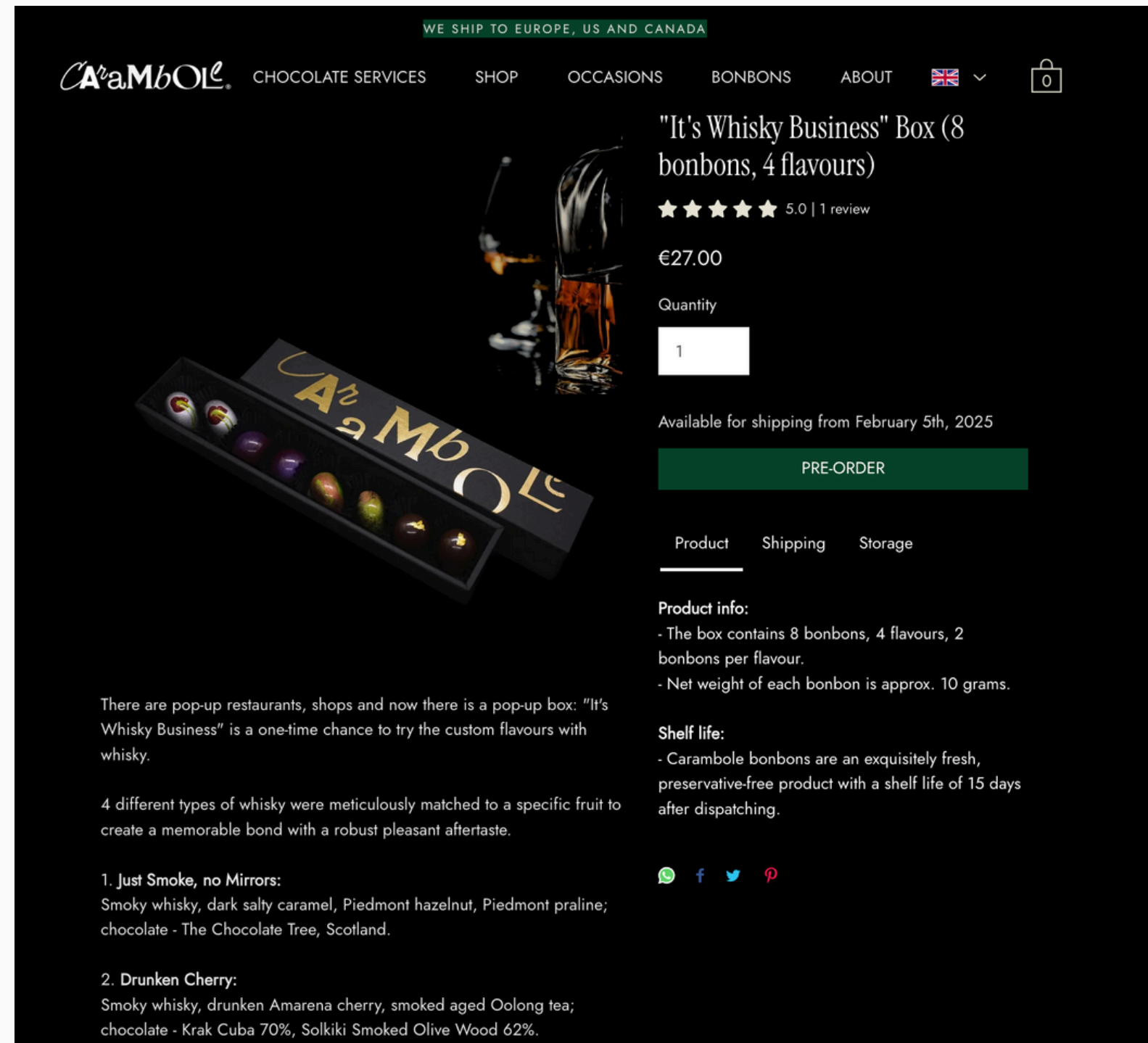


After



Online shop – what's changed

- Focus on high quality visual content to promote the hi-end, artistic products.
- Improved user experience in the online shop - clear descriptions, product attributes, search filters, reviews, shipping and storage conditions, etc.
- Introduced "abandoned cart" automation to improve conversion into purchase.
- Automated feedback requests to collect customer reviews.



Brand identity

Before



After



What's changed

- New brand identity matches the heart and soul of the product - artistic, hi-end, playful, avant-garde, one-of-a-kind and supports its values.
- Visual branding is now consistent with the product positioning - premium, award-winning artisanal product.
- Consistent branding across all channels - website, social media, packaging, merchandise.
- Strengthened brand recognition.

After

*C***A***r***aMbOL**[®]

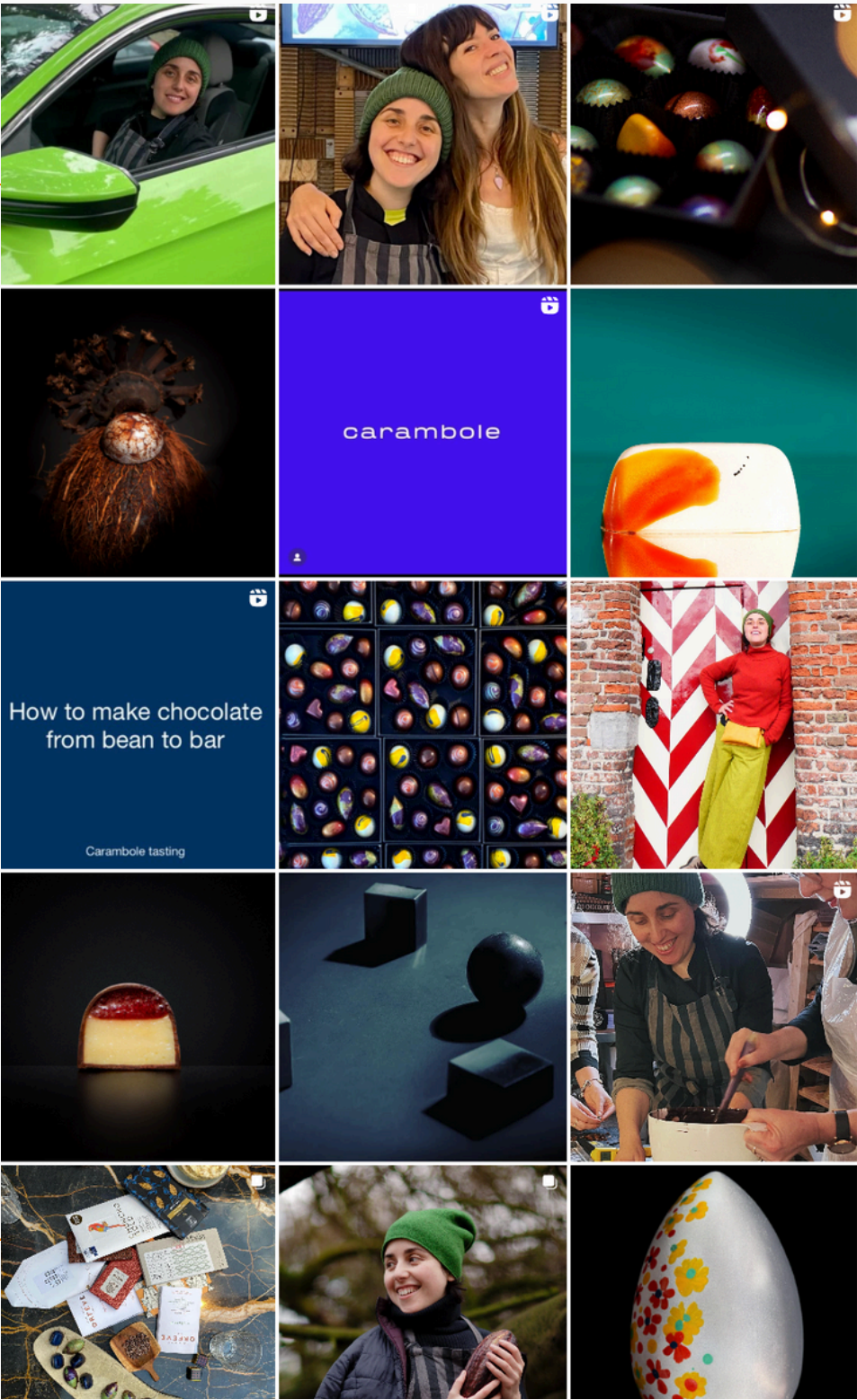
Before

caramb0
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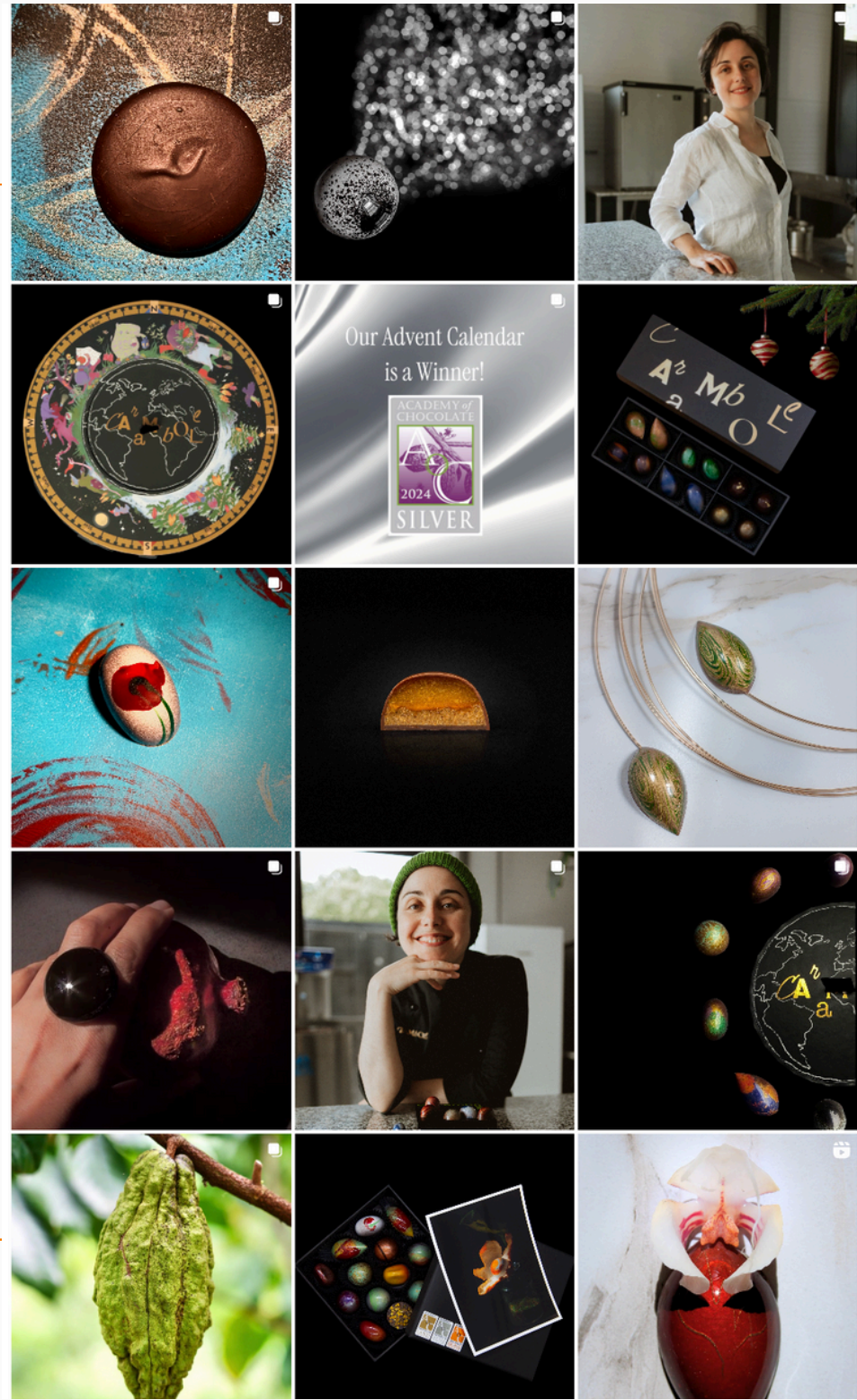
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Social Media

Before

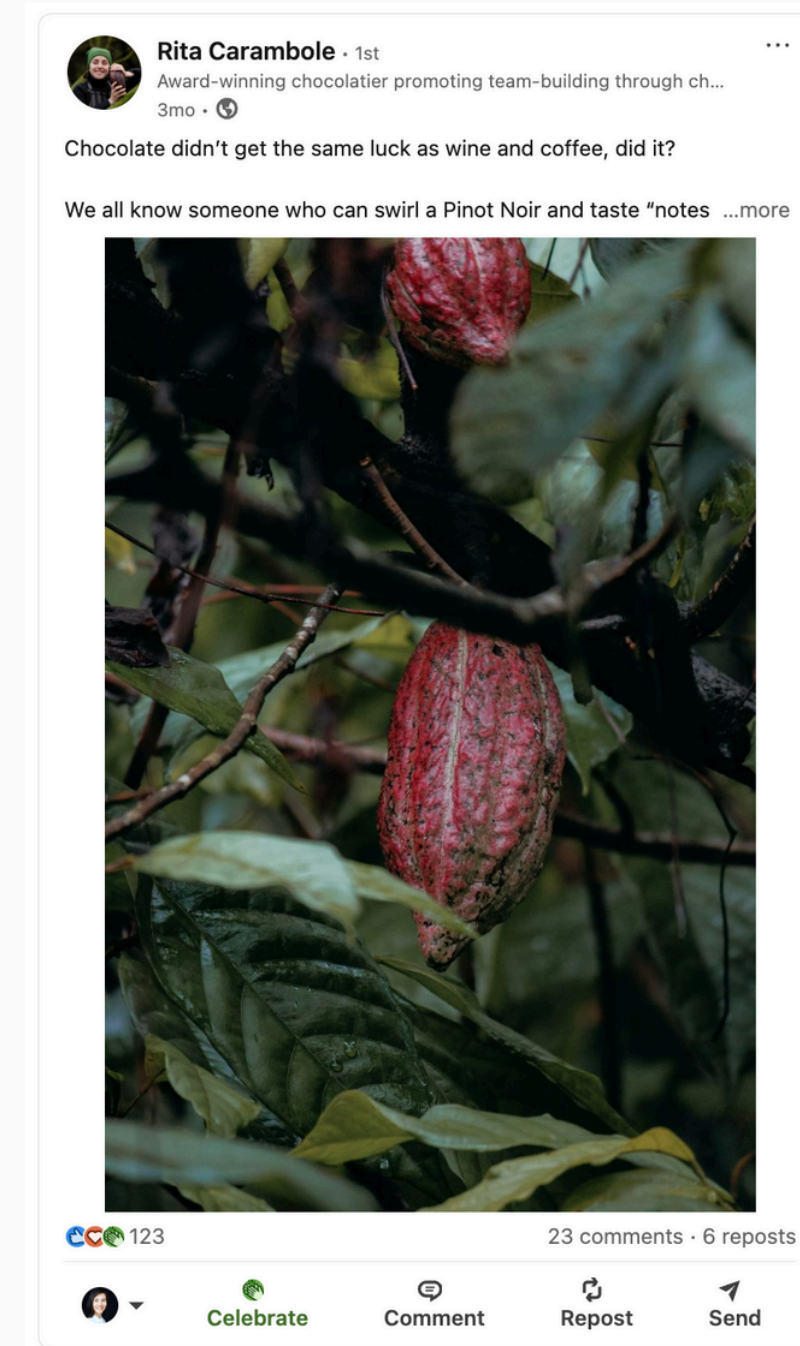


After



What's changed

- The new visually appealing feed is consistent with new brand identity - fonts, colors, visuals, premium artistic feel.
- Introduced storytelling techniques into the posts that increased user engagement (+210% LinkedIn followers).
- Introduced a system for collaborative content management - it dramatically reduced time spent on content production.



ABOUT BREAD BUREAU

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Hello, my name is Yulia Dijkstra



Founder of The Bread Bureau

I have spent 12 years growing brands and improving their marketing. I had an opportunity to work in almost every marketing discipline there is, from creating marketing strategies, to doing hands-on work like creating ads in Google, email campaigns, optimizing websites for ranking higher in Google and many more.



Based in Amsterdam, Netherlands

12

Years of experience

4

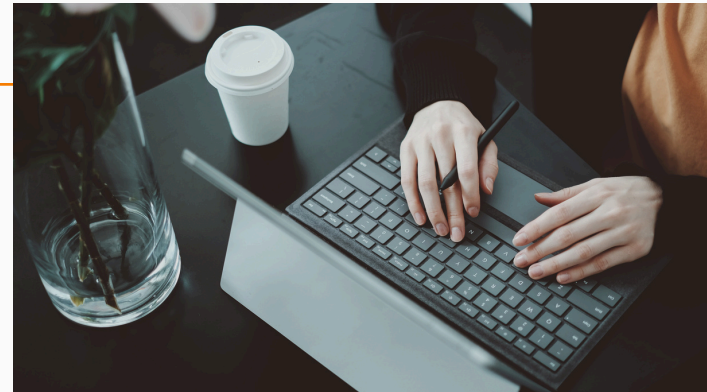
Spoken languages

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My offer

As an **experienced growth and marketing specialist**, I am known for my expertise in digital marketing and strategy, as well as for being the combination of analytical and creative. I apply holistic approach to business growth and deliver **impactful, affordable growth solutions**.

My Services



Audits

Audit is an investigation into a specific part of your business. It can be an online presence audit, or a conversion rate audit, or a marketing strategy audit - at the end of the audit you receive a list of clear actions that will improve that part of the business.

Introducing smart tools for your business

A business owner is always short of time. Importance of automatisisation is huge! I help businesses optimize operations by introducing and teaching them the art of digital tools - for fulfilling shipments, managing tasks, customers, campaigns, payments, etc.

Strategies

Whether you need stronger email marketing, or a creative way to grow the business on limited resources, it starts with a strategy. It allows to have a clear path to your goal, and adding growth hacking tactics to it is a cherry on the cake!

Data analysis

Every business collects, directly or indirectly, lots of valuable data! This data holds many insights on how to make your business stronger, and I can help you read them.

Contact me



www.breadbureau.com



info@breadbureau.com



[breadbureau](https://www.instagram.com/breadbureau)

No time for texting?

I get it! Sometimes it's best to just talk.
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