

## Web 202 - Site Objectives

### Andria Bird - Sweet Foraged Things

#### **Brand Identity**

The guiding principles behind Sweet Foraged Things is the concept of repurposing the gifts of Mother Nature and creating a new look and feel to something that had a previous life. Sweet Foraged Things has a strong appreciation for recycling, found objects and second hand items that play the part in inspiring the artist to make something beautiful for others to appreciate. The artist believes strongly that there are plenty of things in this world that can benefit from repurposing what already is and not contributing to the growing problem of waste and overconsumption on our planet. She finds inspiration and objects in the forest nearby where she lives in Boulder, Colorado and uses prairie dog skulls, vintage clothing, second hand finds and a large array of textiles to create one of a kind beauties for her customers. Sweet Foraged Things caters to the festival frolicker in all of us and offers a unique experience to each and every creation.

Let's say you are putting together looks for your next festival journey. With a Sweet Foraged Things special fashion addition, you would have the right touch of flair to add to that look! With over 25 different blinged out sunglasses to choose from, painted skulls mixed with feathers on fedoras, tie dyed slip dresses and bejeweled crowns complete with head lamps, this brand has you covered in the dark of the night with the right amount of confidence and beauty to shine your way through and through. These art pieces are phenomenal and truly put a smile on your face. The type of customer that engages in products from Sweet Foraged Things has appreciation for art in it's finest form - raw and repurposed. The values associated with this brand bring about feelings of conservation, resourcefulness, restoration, evolution and whimsy in the way of multimedia art mixing. Each piece is hand picked, hand painted and thoughtfully curated.

If Sweet Foraged Things was a person, she would be a bold, beautiful giver. She is always gifting and giving things that she notices bring others joy. She advocates for women's rights and touches on the history of gender studies and the impact that it has on our society. Sweet Foraged Things is often studying - she is on her way to become a naturopath doctor. She is a hard-working, honest soul that takes pride in the healing community offering comfort and instilling confidence in her patients. Her nature would suggest that her quest for finer things is complimented with her need to rebuild what once was. She is direct, always with a game plan and her friends like her take charge personality. She is eclectic with her dress and her hair is filled with a rainbow of colors. She wears glitter for eyeshadow and believes that every day is an opportunity to sparkle, shimmer & shine.

#### **Business Goals**

The strategic objectives intended to profit Sweet Foraged Things are the attendance and booth set up in local markets located in the Northwest - Colorado, Montana, Oregon and Seattle as well as the artists old stomping grounds of Los Angeles. These markets would be farmers markets, fairs and festival markets on location. She is aiming to sell to creative and hip folk that attend festivals in the spring and summertime seasons as well as people who are inspired by her work that want unique fashion and one of a kind creations for special occasions. Sweet Foraged Things may choose to sell products on an Etsy site but ultimately plans on bringing in its revenue from a branded, e-commerce site of her own. The size of the market of customers is growing with each event with the artist already selling hundreds of dollars in merch at local markets. Sweet Foraged Things competition are Dolce & Gabbana, Miu Miu, A-Morir and Anna-Karin Karlsson. Sweet Foraged Things will stay competitive by connecting with her customers at festivals and markets, educating her customers on the properties of the gemstones she uses in her art as well as offering her unique point of view as an artist.

### **Success Metrics**

We aim to attract a variety of customers within the site and plan to track success metrics by using Google Analytics to find out the source of our visitors. Where are our visitors coming from? An organic Google search, social media or from a referral link? By measuring “bounce rates”, Sweet Foraged Things will find out which users were directed to the site that quickly left the site for whatever reason and try to avoid the pathway of high bounce rate related traffic sources by focusing on directing traffic from sources that send users to the site who are actually spending time and buying products. We will track conversion rates from visitor-to-lead and lead-to-customer to make sure our site is gaining new customers and revenue.