

## Case Study, Dana Fehrenbach

### Ecommerce Site Increases Store Revenue, Over \$10,000 in Sales During COVID-19 Shutdown

[Pull Quotes...]

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– Dana Fehrenbach, owner of D Marie Knit and Fiber

*“Amy really listened. She didn’t try to sell me anything, and she was very humble. She’s good at what she does. Anytime I had a problem, Amy was quick to fix it.”*

– Dana Fehrenbach, owner of D Marie Knit and Fiber

*“Because of Amy’s design work, my marketing efforts are now more connected. I list knitting patterns on an international site, and Amy linked them to my site. The amount I paid for Amy’s services was worth it. I’ve recommended Amy to many people who’ve seen my website and commented on how good it looks.”*

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Dana Fehrenbach owns D Marie Knit and Fiber, a knitting shop in Prairie du Sac, Wisconsin. When Vogue Knitting, the fiber fashion branch of “Vogue” magazine, announced plans to feature Dana’s knitting shop in an upcoming international issue, Dana wanted to increase her store’s online presence. For seven years, Dana did much of her marketing within the shop, but she realized the immense web traffic that Vogue Knitting could bring to her business.

“I had a website that I’d built myself,” Dana said. “I wasn’t tech savvy enough to make it look polished. I needed someone who had the technical capability to put my ideas out there and make the site look good.”

She called the local chamber of commerce and asked if there were any members who could design websites. Amy Pierquet, of Waterfront Graphic Design, was recommended. When Dana contacted Amy, she knew right away that Amy would be a good fit for the project.

### **Waterfront Graphic Design: a Designer who Cares About the Community**

Located in Lodi, Wisconsin, Waterfront Graphic Design is a one-stop shop for web and graphic design, SEO services and online reputation management. Amy Pierquet, owner and designer, gets nearly all business from referrals, and she prides herself on intuitively determining what her clients want, sometimes before they themselves know.

“Amy really listened,” Dana said. “She didn’t try to sell me anything, and she was very humble. She’s good at what she does. Anytime I had a problem, Amy was quick to fix it.”

Dana and Amy met in February 2020, and within two months the website was live. This timeline coincided with the COVID-19 shutdown, when Dana’s physical knitting shop was forced to close its doors. Thanks to having a stronger web presence, Dana was still in business.

### **Ecommerce Site Up Just in Time for Shutdown, Over \$10,000 in Sales During Closed Physical Store**

Dana said she was thrilled with how quickly Amy built the ecommerce website.

“Amy understood there was a real need for me to get my site up because my physical knitting shop was shut down,” Dana said. “Without Amy, I would have had an \$800-a-month warehouse for my shop. Amy helped me set up pick-up locations and shipping capabilities through my website, so I could still sell product even when my store was closed.”

Thousands of dollars’ worth of yarn sat in Dana’s basement, and Amy helped her market and sell it on the store’s website. Through a combination of website and retail sales, Dana sold \$12,000 of that yarn during April, which kept her business afloat. Today she continues to put discounted items from the shop on the website.

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## [Sidebar]

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### **Customer**

Dana Fehrenbach, owner of D Marie Knit and Fiber, Prairie du Sac, Wisconsin

### **Results**

- D Marie Knit and Fiber's ecommerce website went live April 6, 2020
- Since going live, the site has sold \$16,000\* in product
- During the COVID-19 shutdown, D Marie sold \$10,700\*\* in product through the website (April 6–May 31, 2020), helping to keep the store from going under while the brick-and-mortar shop couldn't be open

\*Not including in-store sales.

\*\*Not including items paid for by other methods, such as cash or check.

### **About Waterfront Graphic Design**

Waterfront Graphic Design helps small business owners manage their online reputations and visibility. Services include graphic design, branding, logo design, print design, digital marketing, social media marketing, search engine optimization and email marketing. Learn more by visiting [www.waterfrontgraphic.com](http://www.waterfrontgraphic.com).

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