



Client

THE FRESH MARKET (www.thefreshmarket.com)

The Fresh Market is a specialty grocery retailer with over 100 stores in more than 20 states and is continuing to rapidly expand. They take pride in providing the freshest and best local ingredients to their communities.

Solution

DESIGN A WEBSITE FOR OPTIMAL USER ENGAGEMENT & EXPERIENCE

Gearly LSF began the process by collaborating with the client to determine the overall aesthetic they wished to achieve.

Once the vision and primary goals were understood, Gearly LSF's award-winning design and development team went to work developing a project timeline & comps, and began building a responsive website that expanded on the client's e-commerce capabilities and created a sense of community.

Challenge

DESIGN AND DEVELOPMENT OF NEW WEBSITE

The primary challenge was to bring the in-store shopping experience to the online experience through the design and development of a fresh and responsive website.

The Results

A BEAUTIFUL RESPONSIVE WEBSITE

In 2013, the Gearly LSF team successfully launched a completely revamped website, including a mobile version, for The Fresh Market.

The site, designed with 'Vintage Modernism' as the overarching creative concept, features bright inviting imagery, a flexible welcome page and site background that can be updated seasonally, a dynamic homepage with a 4-slide rotator, a community section where local information can be shared, and a revamped e-commerce platform to allow for online orders.



The Fresh Market

July 4th Promotion



Challenge

The Fresh Market wanted to execute a paid media campaign in order to drive brand awareness and user interest in their products and services during the 4th of July holiday. The goal was to increase traffic and drive users to download a coupon for in-store purchases.

Solution

Geary LSF built The Fresh Market mobile responsive website with marketing in mind. The media, design, and development teams ensured successful new store launches through creation of banners and website updates paired with a Search and Display campaign and coupon incentive. This Display campaign targeted metros and big cities based off branded and non-branded terms.

The Results

The overall results included:

- A successful campaign with improved KPIs on all fronts
- Increase in visitor quality: an 8% reduction in bounce rate and 38% increase in time on site
- A cohesive message that resonated with the audience, promoting high awareness of the brand, and a high conversion rate of 40% with an extremely low cost per conversion

Design Integrated With Marketing



The Fresh Market

Newsletter and Weekly Specials

Challenge

The Fresh Market needed a solution to allow for quick updates of weekly specials content on the website and through email.

Solution

Geary LSF created a mobile responsive email template that the client's team could easily update weekly, as well as quickly translate into a responsive web page on the website.

The Results

The overall results included a fluid and rapid promotion process of ongoing weekly specials and deals that displayed optimally across all devices.



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