



DANKOFF
COFFEE SPECIALIST



A DIGITAL MAKEOVER FOR
MALAYSIA'S COFFEE SPECIALIST



01.

DANKOFF COFFEE SPECIALIST

Dankoff Coffee Specialist is one of the country's premier beverage solution providers who has been in the industry for more than a decade. They specialise in the distribution of gourmet coffee, tea, ingredients such as syrup and sauces, beverage related equipments as well as training, coffee preparation techniques and solutions.

From having just three employees when the company was first founded in 2005, the Dankoff team has grown to consist of about 40 employees today. Currently, they have an existing customer base of approximately 1,500 outlets in Malaysia. They also have an institute called DC Academy, which is a platform to educate coffee enthusiasts and those who wish to learn more about the trade.

RELATIVELY UNKNOWN IN THE B2C MARKET

Dankoff is well known within the coffee and tea industry for the many services and solutions it provides as well as their active involvement in world barista championships held in the country. Despite their achievements, they were relatively unknown to consumers, especially in the B2C market.

LOW DIGITAL VISIBILITY

As the growth of e-commerce boomed around the region and the demand for excellent coffee increased, Dankoff realised that it could widen its target market to incorporate not just the hotel or F&B outlet operators, but also individuals who are regular consumers of coffee, tea, and other products which are carried by Dankoff.

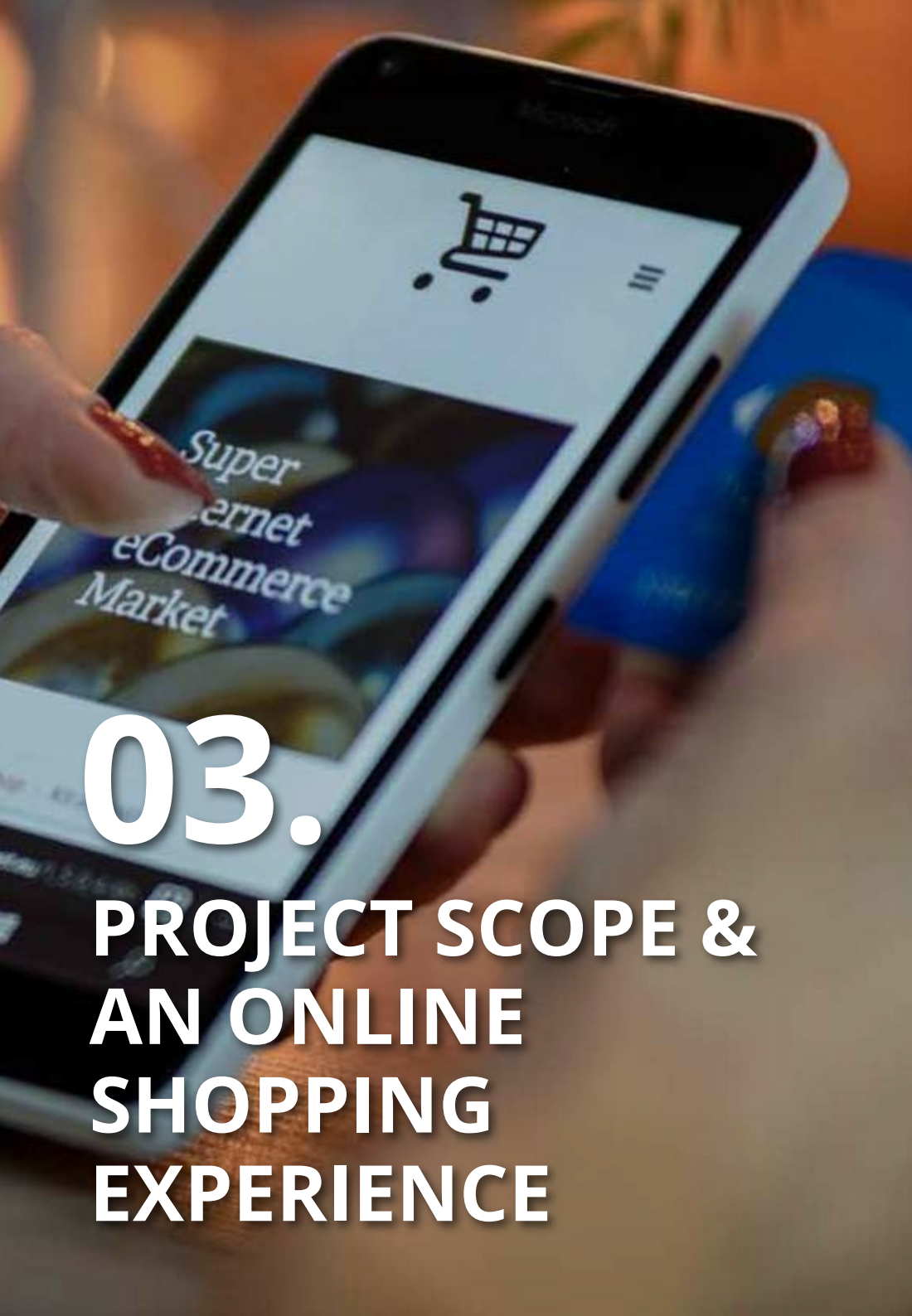
However, the problem with this is that sales was highly dependent on their sales team and they did not have an e-commerce platform to accommodate changes in consumer behaviour and the move to expand their target audience.

On top of that, their digital presence was on the weaker end and therefore, clients and general consumers weren't able to find information about Dankoff and their products.



02.

THE CHALLENGES THEY FACED



03.

PROJECT SCOPE & AN ONLINE SHOPPING EXPERIENCE

PROJECT SCOPE

The consultants from Lava Media designed a digital marketing strategy for Dankoff and the objectives of the project were to:

- Create an e-commerce platform to reach both the B2B and B2C market
- Create blog posts to attract online consumers

AN ONLINE SHOPPING EXPERIENCE

Using the popular store builder software, Shopify, Lava Media created an e-commerce platform for Dankoff and uploaded their product catalogue onto the site. The site design which Dankoff required was one that was able to capture the attention of their target market which falls into the millennial segment. The website layout was therefore designed to be visually attractive with a neat and clean look coupled with easy navigation.

COMPELLING CONTENT

This step involved captivating the attention of online customers. This was executed by creating blog posts on Dankoff's website on a weekly basis. These posts serve as catalysts to increase search engine results by including relevant meta-tags. This in turn would elevate Dankoff's website as a possible site to visit when consumers make a related search on search engines.

By creating compelling articles — related to its products — that are both engaging and educational, Dankoff will also be building itself as a credible authority as a coffee and tea specialist.

04. COMPELLING CONTENT





05. RESULTS

RESULTS

As a result of the implementation,

- Existing and new customers are able to view Dankoff's products, get product updates, make appointments for product demonstrations and tastings, and make purchases, all with a few clicks.
- Dankoff's online brand presence grew.
- Dankoff is able to reach a lot more consumers and new business owners who are looking into the F&B industry.
- It has become a lot easier for Dankoff to communicate with customers.



DANKOFF VIDEO TESTIMONIAL

