



Hi, I'm Emma, owner of...



HUNTER
PAPER CO.

- Est. 2014, just out of uni
- Started selling at markets & grew from there
- Started selling things I'd made at uni

**HUNT
&
GATHER**

- Est. in lockdown last year
- Selling Hunter Paper Co products
- Selling curated selection of stationery brands

EARLY MARKETING & BUILDING UP A CUSTOMER BASE



MARKETS

I'd gain a handful of online followers after markets & added leaflets to bags to send them online

NOTHS & ETSY

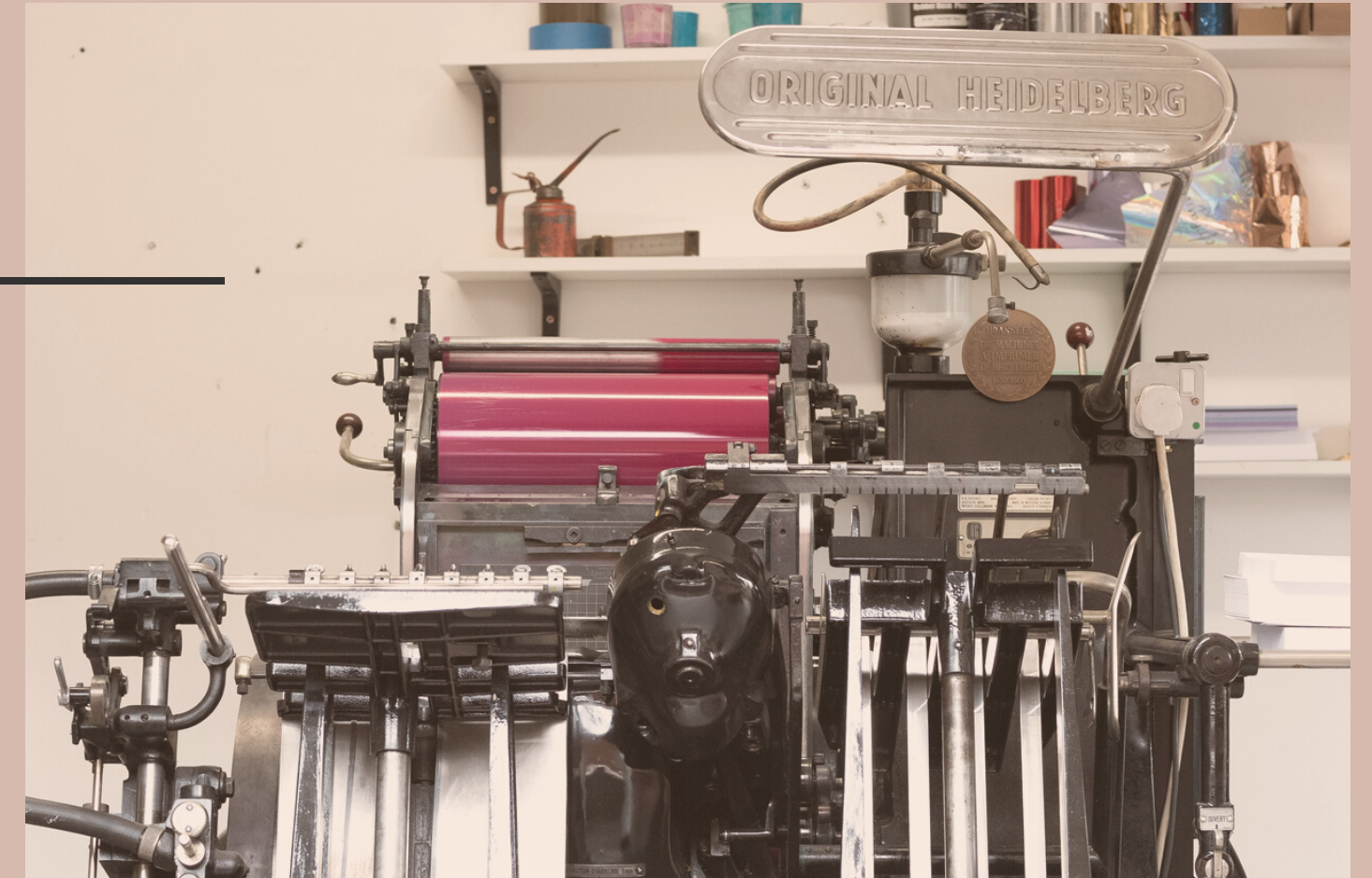
Traffic from these sites would start searching for my site for a better price

INSTAGRAM

Sharing what I was working on & becoming known in my niche

TURNING POINT

I invested in a letterpress printer to scale up production



TRADE SHOWS

At the same time I applied for my 1st trade show & gave myself a deadline to launch the brand seriously



*next up,
Hunt & Gather*

At trade show's over the year
we'd been eying up brands we'd
love to stock in a 'one-day
dream shop'.

I decided 2020 was the year I'd
start actually working towards
this shop.

Then covid happened...





Hunt & Gather



- Designed branding & set up socials over xmas 2019

- Spent some quiet time at Jan & Feb tradeshow collecting catalogues from brands



- Planned to launch a pop up shop in Spring/Summer

- Designed website during lockdown and went ahead with launch in May



HUNTER
PAPER CO.



**HUNT
&
GATHER**

Lockdown gave me...

- The headspace to really look at my business holistically
- What would these 2 separate brands become?
- The chance to establish these 2 different revenue streams
- And work on how each would be marketed



- Tradeshows
- Postal marketing - catalogues & postcards
- Email newsletters



- Pay per click Ads
- Instagram Stories for the 1st time
- Customer referrals
- Social media

Marketing & driving traffic to websites



Now let's look at the sites!



Simple drag & drop design



Basic ecommerce



No coding involved



No built in marketing
or apps to connect



Affordable

Squarespace





Lots of templates to choose from



More expensive, especially when you add apps on



Great analytics



Some design functions missing, eg. blog

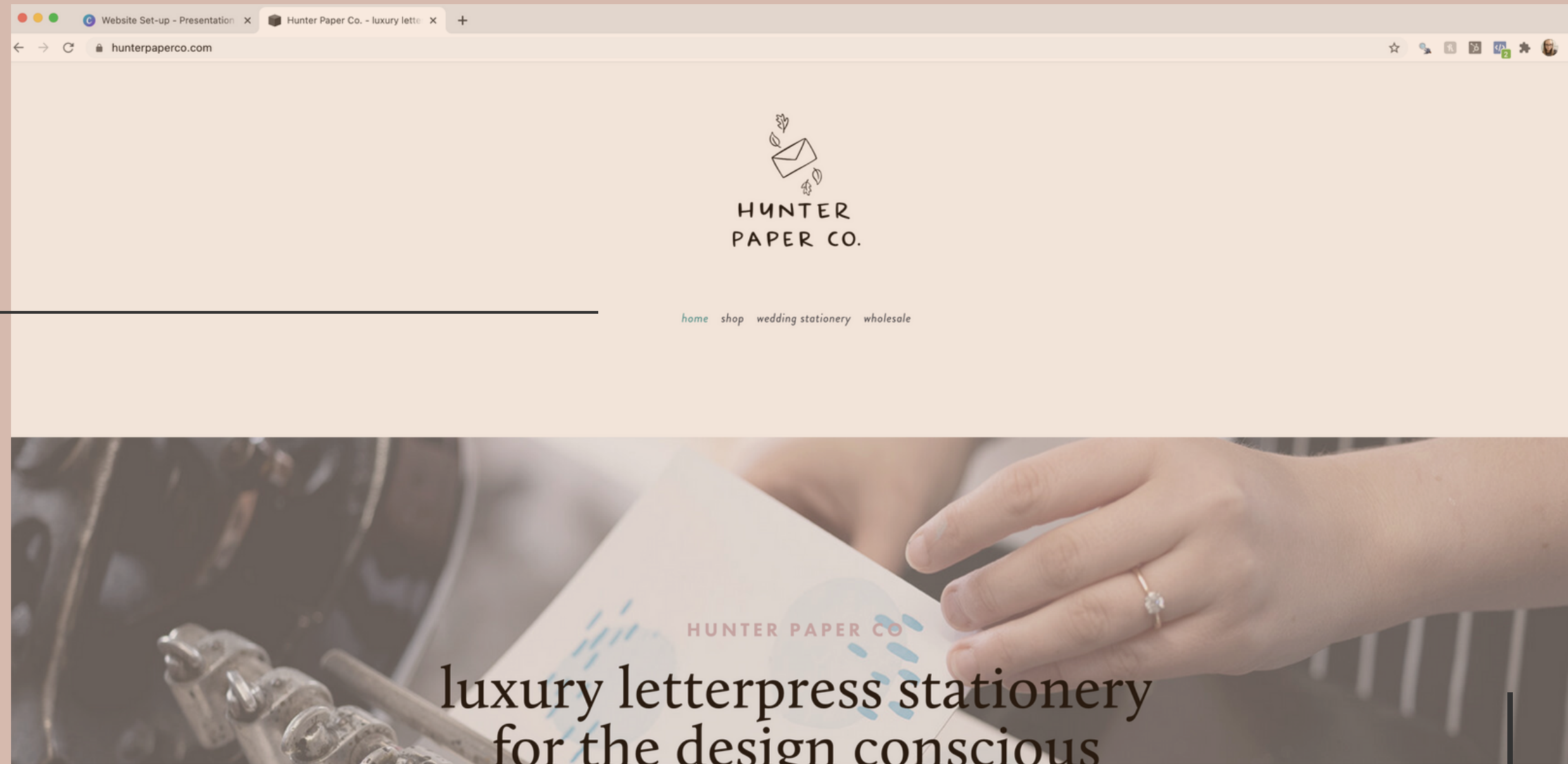


Connects to 3rd party apps eg. google ads, klayvio



Little bit of coding knowledge required at times

Shopify

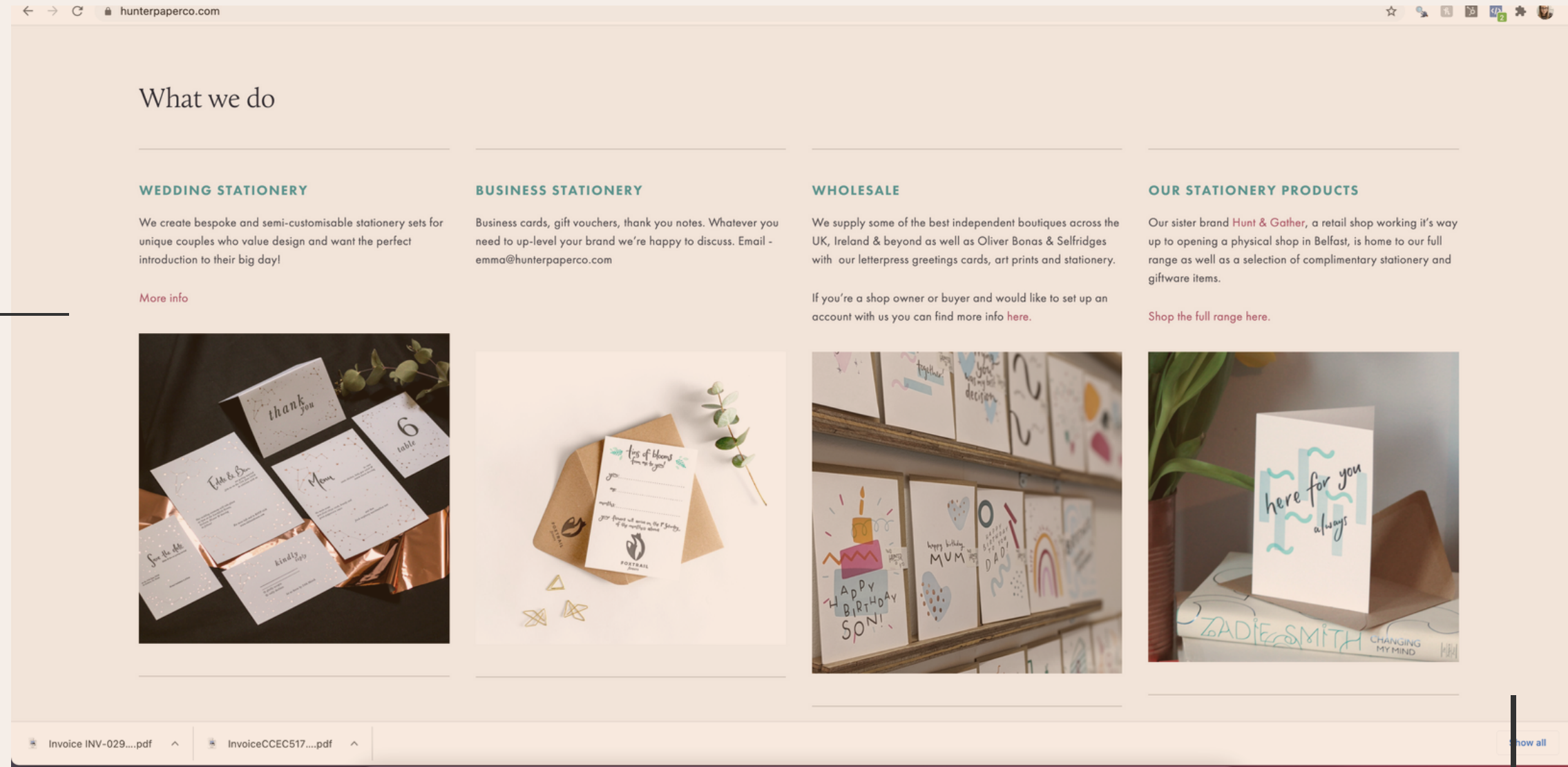


SIMPLE NAVIGATION

Customers land on my site & find exactly where they need to go (no fluff)

DESCRIPTIVE IMAGERY

Gives an intro into who we are and what we do - we make products, bit of an idea of our design, hand made process

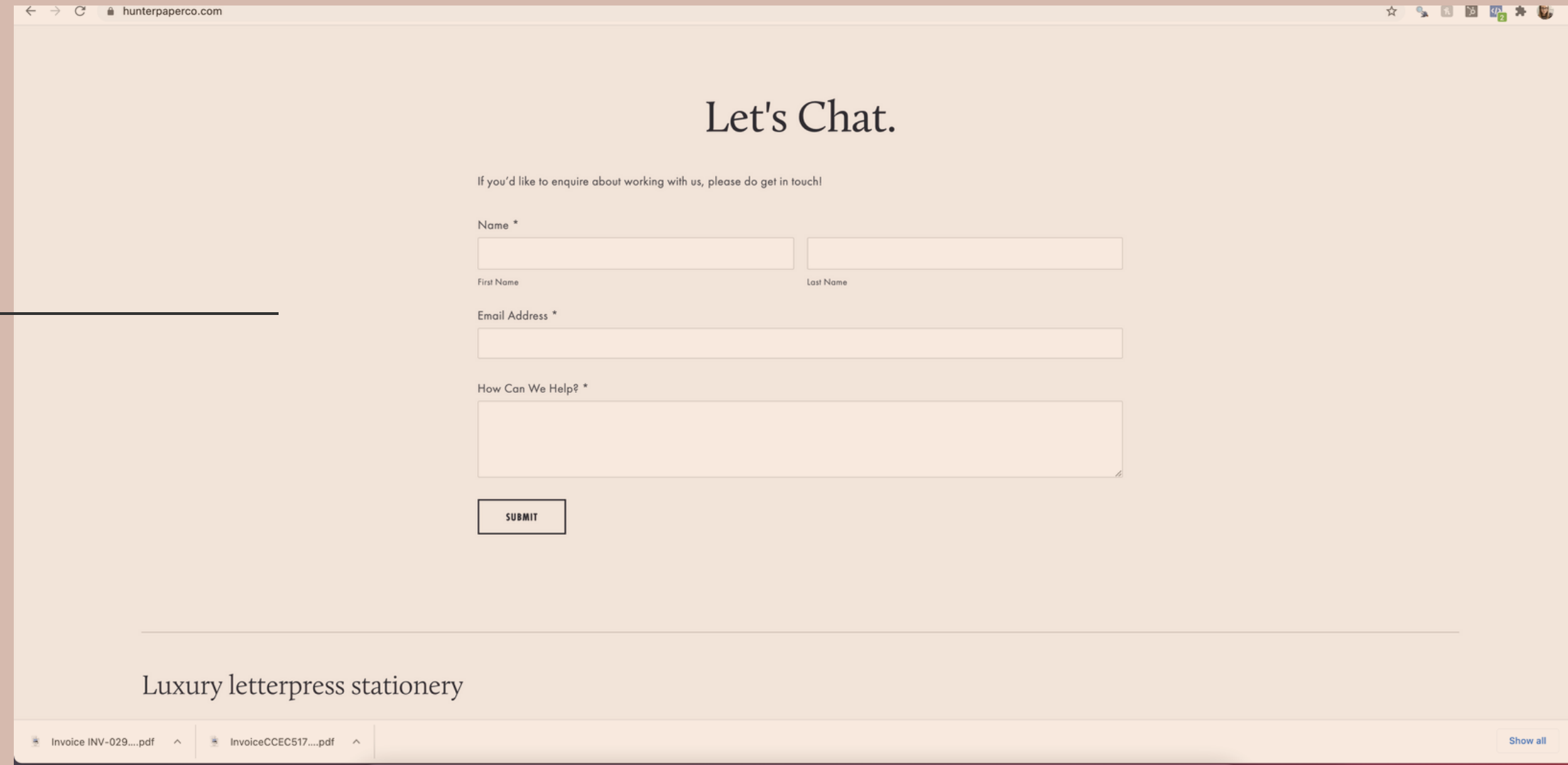


BIGGER VERSION OF NAVIGATION

Clear imagery helping guide each type of customer to the right place

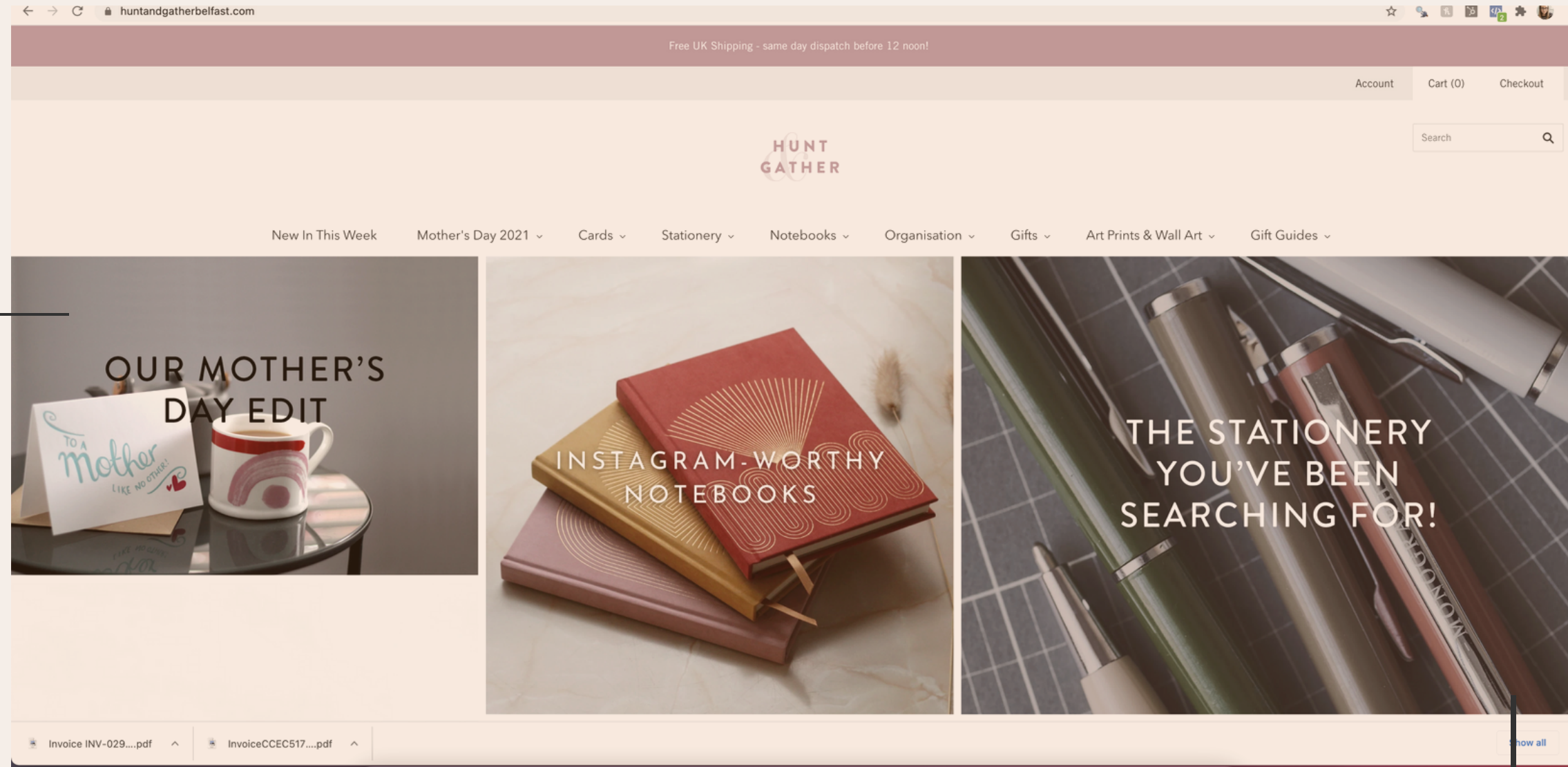
SIMPLE, CLEAR DESCRIPTIONS

If a customer isn't sure what fit they are, a quick blurb about where to go next is provided



LASTLY, A CHAT BOX

if you can't find where you need to go, or just need to speak to us it's easy to do that

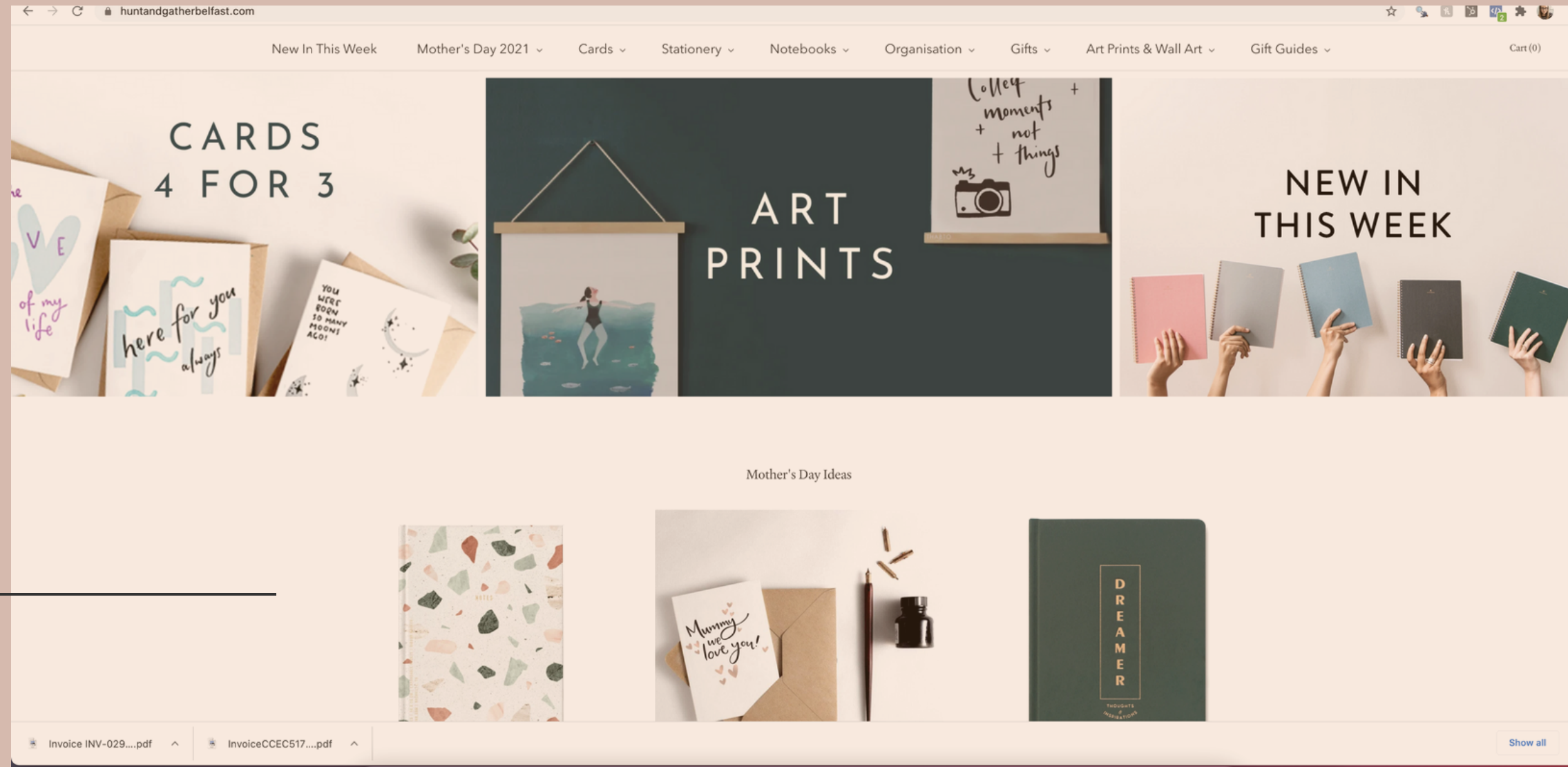


AS SIMPLE NAVIGATION AS POSSIBLE

We have a lot of categories, but tried to keep them in simple understandable blocks. Customer gets where they need to be in as few clicks as possible

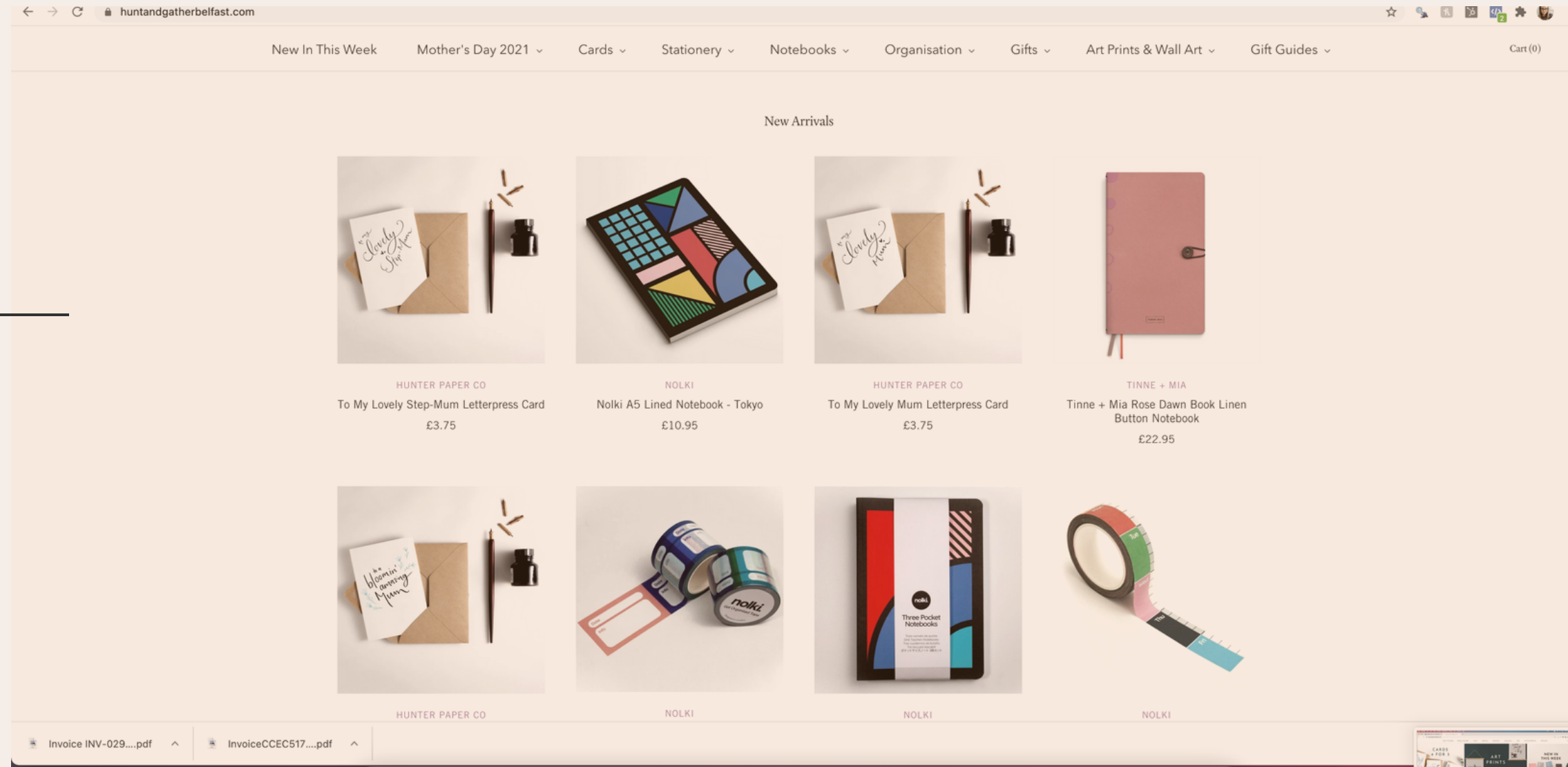
MASONRY BLOCK FOR IMAGER

Customers tend to not view all of the images in your slider, masonry gives all imagery in one place and guides the eye to what it's attracted to



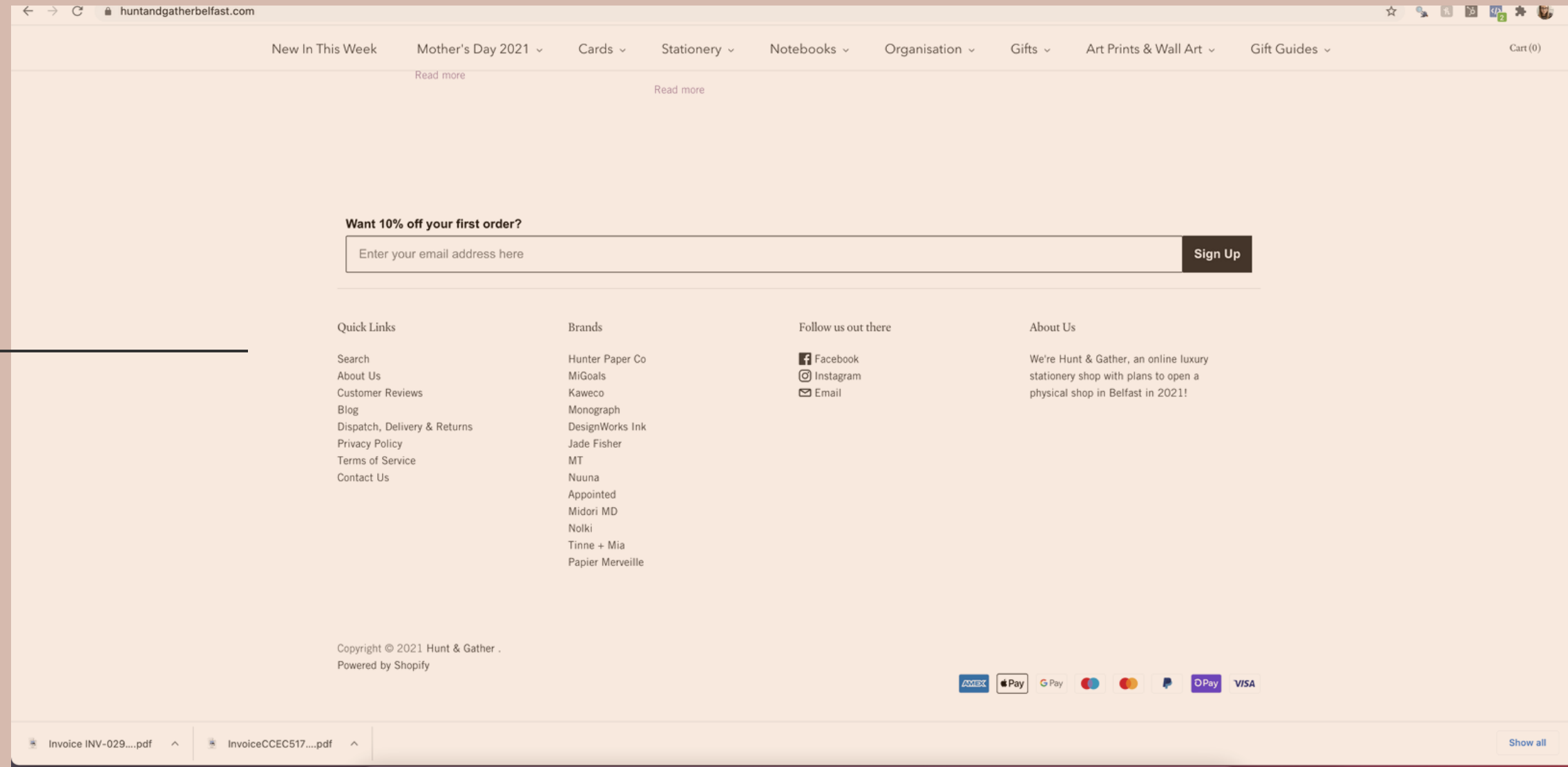
HIGHLIGHTED COLLECTION

At the moment we're drawing customers attention to potential Mother's Day gifts



NEXT UP, NEW ARRIVALS

Keeping our homepage fresh and constantly changing, treating the homepage like a shop window



LASTLY, MORE DETAILED NAVIGATION

If a customer needs to find our shipping policies, or a specific brand we stock, there's an easy way to find it in the footer