

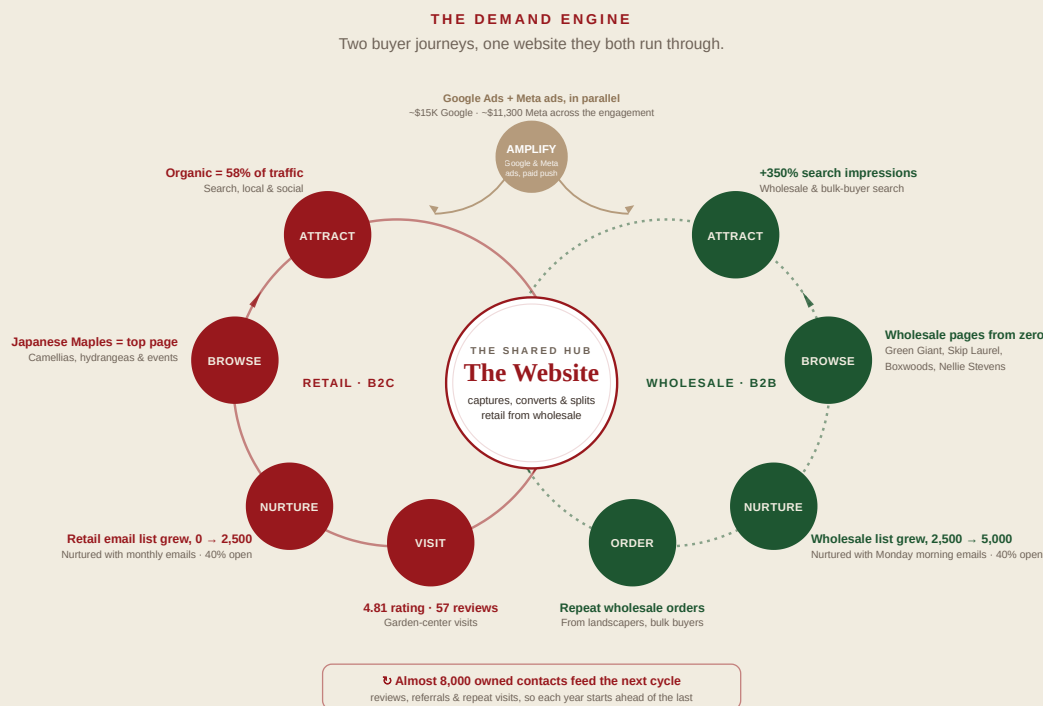
CASE STUDY: CLINE'S NURSERY

2,000% Growth. A Five-Year Demand Engine for Retail and Wholesale.

BUILT AND LED BY ANDREA RODGERS · LOCAL BUSINESS GROWTH

Full-funnel digital marketing for a high-volume retail and wholesale nursery in Shelby, NC. Two buyer paths, retail and wholesale, run through one website the business owns, fed by SEO, local search, email, social, video, and paid media.

Grace & Grit Marketing served as Cline's outsourced marketing department for five years, leading strategy and execution across every major digital channel. In 2020, after 13 years in business, Cline's had almost no digital presence: about **1,500 website sessions for the entire year** and no owned audience. Rather than managing disconnected marketing channels, I built one integrated acquisition system that turned **search traffic into subscribers, subscribers into customers, and customers into repeat buyers.**



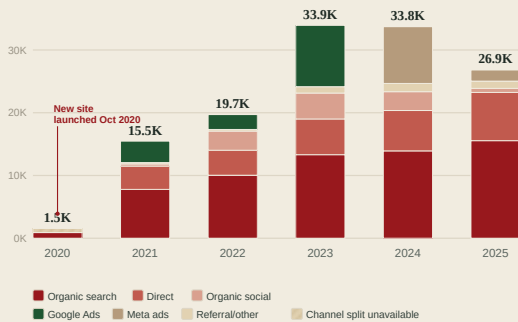
The website compounds year over year · Sources: Google Analytics, GBP, Constant Contact, Meta · 2020 to 2025

WHAT I BUILT

- Website strategy & development
- Customer journey architecture
- Meta Ads
- Graphic design
- SEO & Local SEO
- Email marketing
- Event marketing
- Review generation
- SEO copywriting
- Google Ads
- Analytics & reporting

ANNUAL SESSIONS BY CHANNEL 2,000%+ peak growth

Traffic climbed more than 2,000% after the 2020 launch, while organic search grew every year to become the dominant acquisition channel.



Source: Google Analytics; Universal Analytics for 2020 to 2023 and GA4 for 2024 to 2025, which count sessions differently, so the 2023 peak partly reflects that change. Organic search and direct grew every single year (organic 893 to 15,545). 2020 channel split unavailable; paid that year was negligible. 2021 paid search ran in a separate account; spend is estimated from session volume. 2025 reflects January through August, when the engagement ended.

KEY INSIGHT

Paid media was a controllable accelerator on top of organic. Google Ads and Meta ran in parallel from 2021, scaled up through the 2023 and 2024 peak and pulled back in 2025 ahead of handoff. Organic and direct still hit all-time highs as paid wound down, proof the engine was self-sustaining, owned not rented. Direct traffic, the visitors who come straight to the site by name, grew every year (3,688 to 7,688): the one channel you cannot buy, and the clearest sign of durable brand recall.

FROM ONLINE TO ON-SITE

The traffic became real visitors.

This was never just web traffic. In one year (June 2024 to June 2025), the Google Business listing drove 564K search impressions, 8,989 clicks to the site, and real-world action:

2,859 PHONE CALLS 2,645 DIRECTION REQUESTS

Both figures cover June 2024 to June 2025.

On the ground, that became real attendance and real revenue. The Easter Egg Hunt and Photos with the Easter Bunny, a community event I launched in 2021 to benefit Hope's Chest, a local shelter-animal charity, grew every year; the March 2024 event alone brought in over \$14,000 for the nursery and raised money for Hope's Chest, per Sales Manager Ruthie Newman. By April 2025 it drew crowds large enough that staff had to direct traffic, with cars backed up to Highway 18.

Independently confirmed: geofenced foot-traffic data from Placer.ai, whose measurement is validated against real retailer transaction data, showed website growth tracked with a rise in in-store visits.

RESULTS BY THE NUMBERS • 2020 - 2025

2,000%+ Peak growth in annual website traffic (1,548 to 33,906)	15,545 Organic sessions in 2025, up from 893 and rising every year	~8,000 Retail and wholesale email contacts, retail built from zero (7,873 as of July 2025)	~\$15K Google Ads: ~\$12K directly managed (2022 to 2025), ~\$3K estimated for 2021, wholesale-led
~149K Emails sent in 2022 at a 40% open rate	~\$11,300 Total Meta spend across 2021 to 2025, in parallel with paid search	+350% Search impressions, with clicks up more than 400%	4.81 Average Google rating, built across 57 reviews

WHAT THE CLIENT SAID

"Grace & Grit Marketing has been a game-changer for my business. After hiring Andrea, Cline's Nursery has more than doubled our social media followers and website traffic."

John Cline
Owner, Cline's Nursery

"After hiring Andrea we have seen a huge spike in website clicks, followers and first-time customers on property. Her SEO skills are top notch."

Aubrey Snider
Cline's Nursery

"Incredibly successful event, we made over \$14K. I know you did so much to pull this off. Love working with you!"

Ruthie Newman
Sales Manager, Cline's Nursery

YOU OWN WHAT I BUILD

Everything I built was an owned asset, not rented reach: the website, the email audience, the search visibility it earned.

WHO I WORK WITH

I build owned growth systems for local and specialty businesses, the kind that compound while they're run, not one-off campaigns.