

WILLOW COVE GOODS

# A small shop finding its first real momentum.

A rebrand and continuing work on search, storefronts and marketing as Etsy revenue grew from \$20 to \$1,415 in the recorded weekly snapshots.



Willow Cove Goods | Official product photography

**\$1,415**

reported Etsy revenue

Up from \$20 in the first snapshot

**31**

orders in the latest snapshot

Up from 1

**1,682**

reported Etsy shop visits

Up from 61

THE IDEA

## Help the right people discover what makes the shop theirs.



## WILLOW COVE GOODS

# The work behind the result.

## WHERE IT STARTED

Willow Cove was building an audience from a small starting point. Its June 12 scorecard recorded 61 Etsy shop visits, one order and \$20 in revenue. The early priority was to make the brand clearer and its products easier to discover.

## THE RELATIONSHIP

Phil supports Amanda through an ongoing relationship covering the Willow Cove rebrand, Etsy SEO, a Shopify storefront and marketing strategy. Regular reviews give the work a feedback loop as the shop learns which products and channels attract customers.

## HOW THE WORK CONTINUES

**Build a recognizable brand**

Bring a more consistent identity to the shop and the way its products are presented. Brand decisions are made alongside the practical work of getting a young business established.

**Make products easier to find**

Work on Etsy listing language and search visibility. Review the scorecard with Amanda so the next round of changes responds to the shop's actual activity.

**Prepare for the next customers**

Develop the Shopify storefront and the marketing plan beyond Etsy, including ways to build awareness and an audience the business can keep reaching.

## More discovery. More orders.

The September 25 snapshot recorded \$1,415 in Etsy revenue, 31 orders and 1,682 shop visits. Against June 12, that is a 6,975% revenue increase from a \$20 base and 27.6 times as many reported visits. The August 28 snapshot had already reached \$607.55 in revenue and 16 orders, showing progress before the latest result.

Bring your marketing question to Phil. [hiddenlever.marketing/contact](https://hiddenlever.marketing/contact)

## SOURCES &amp; MEASUREMENT

Source: Willow Cove Goods Reporting Scorecard, June 12, August 28 and September 25, 2026 snapshots, with weekly reporting discussed in client meetings. The sheet does not record exact start/end dates for each snapshot. Revenue increase =  $(\$1,415 - \$20) / \$20 = 6,975\%$ ; the small baseline materially amplifies that percentage. Figures are reported Etsy results, not cumulative revenue or Shopify sales. The scorecard's conversion-rate row does not reconcile to the displayed visits and orders, so it is excluded. Growth is associated with the period of support; individual causes are not isolated.