

La Tienda del
Apicultor

Best practices study.

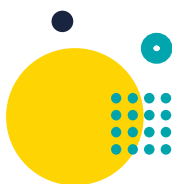
Best practices study.

The best practice study highlights a business success story in which an e-commerce SME has managed to stand out in the beekeeping sector. The company's success is based on effective implementation of digital marketing strategies, including search engine optimisation (SEO) for online and social media positioning, as well as effective promotion through paid acquisition channels.

La Tienda del Apicultor is an SME specialised in providing all the necessary equipment for beekeepers, as well as offering training in the field of beekeeping. Founded in 2016, the company has achieved leadership in the beekeeping sector in Spain and has expanded its presence in countries such as France, Portugal and Germany, among others. With a base of more than 100,000 loyal customers, it stands out as a benchmark in the beekeeping industry.

The starting point for the development of this study was the identification of common challenges of e-commerce SMEs from various sectors, which expressed an interest in strengthening their online presence and increasing their market success.

Throughout the study, we will show you how this company has managed to grow in the market by effectively implementing digital marketing strategies and strengthening its online presence.



**LA TIENDA DEL
APICULTOR™**



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Information about the company.

WEBSITE >

www.latiendadelapicultor.com

YEAR OF FOUNDATION >

2016

LOCATION >

C/ Casals 4, Xeresa, Valencia
46790
(Valencia)

NUMBER OF EMPLOYEES >

Entre 20-25

TYPE OF COMPANY >

Sociedad Limitada Unipersonal

MAIN ACTIVITIES >

Comercio al por menor de material
apícola

SECTOR >

Apicultura



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Problem or need

It was identified that for a sector as specific as the beekeeping sector, having a **physical shop with a wide reach was difficult**, as it would require a high traffic location and considerable physical space. From the company's inception, they understood the need to operate as an **online shop**, with a digitised catalogue and a wider range of products than their competitors. Being in an online environment allowed them to **operate delocalised in a logistically suitable location**.

Solution

La Tienda del Apicultor was born with a digital vision from the start, focusing on the **modernisation** of a traditional sector such as **beekeeping**. At the beginning, **the challenge was not to convince consumers to change supplier**. They were confident in its **value proposition**, which was based on offering a **more complete catalogue** than its competitors and a **24-48 hour delivery service**. The big question was whether the typical customer in the sector would be willing and able to shop online.

As an online shop, it was necessary to make themselves known. Firstly, they relied on **various SEO strategies**, generating relevant and search engine optimised content in order to improve their ranking. On the other hand, they used **paid acquisition media** to advertise on the internet. After exploring various options and conducting different analyses to understand how users reached the site, they identified **Google Ads and Meta Ads** as the main channels to attract customers and get visits to the website.

They use social networks such as Instagram to **impact users they have previously engaged, either through SEO or through Google and Meta Ads**. In addition, at strategic moments, they use Facebook and Instagram to carry out special branding campaigns, reinforcing the brand's presence and generating a greater visual impact.



To stand out from more established companies in the same sector, which focused on offering a Marketplace, La Tienda del Apicultor chose to go beyond just selling products. They chose to provide **personalised services and exclusive attention**. Being in such a specialised sector as beekeeping, where people starting out often need to train and learn, they saw an opportunity. They established a **solid knowledge base** to accompany their customers, with the ultimate goal of fostering **customer loyalty and recurrence**.

They have observed through analytical tools that **customer acquisition costs are high**. Therefore, the generation of income depended to a large extent on the **recurrence of purchases** by the customers recruited. La Tienda del Apicultor has concentrated its efforts on achieving this recurrence, offering training courses and valuable information material. These initiatives have been key to achieving this repeat purchase.



"It is clear to us that with today's recruitment costs, if we don't get customers to come back, the more often the better, we will not be profitable".

Technologies or tools used

On a day-to-day basis, they make use of various tools that allow them to **advertise on the internet**, as well as to **manage and automate internal processes**. As for the first group, these are the main tools they use:

- **Google Ads:** Google's advertising platform that allows ads to be displayed in search results and on partner websites.
- **Meta Ads:** Meta's system that allows advertisers to display ads on Facebook and Instagram.
- **Criteo:** is an online advertising platform that specialises in retargeting marketing, allowing advertisers to display personalised ads to users who have previously visited their website.



The tools that help them to streamline processes are as follows:

- **ERP Cloud:** is a **cloud-based** business management system that **unifies areas of the SME** such as sales, invoicing and logistics on a single platform for more efficient operation.
- **Warehouse Management System (WMS):** they use the WMS through the **Deliveria** software platform. This system helps them manage inventory, orders and distribution by allowing them to unify all orders in a single tool. This simplifies **tracking the status of shipments** at all times. In addition, with this tool they are able to **automate the generation of shipping labels**, providing additional efficiency to the logistics process.
- **Dashboard:** is a tool that allows them to visualise website traffic, conversion rates and user behaviour. With this information together with other **Analytics tools** they have been able to calculate the average cost of customer acquisition.

Challenges or barriers

The main challenge they faced was to **digitise such a traditional sector**. Once they had overcome this obstacle and consolidated their position in the national market, **they set themselves the challenge of internationalisation**. This step generated some concern, given that the customer profile in the beekeeping sector in Europe tends to be more amateur and less professional compared to Spain.



Despite cultural differences and diverse approaches to connecting with audiences, they have **successfully applied the same customer acquisition strategies** in Europe and other markets.

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"When it came to internationalisation, it was a big challenge, as we had to tackle other cultures and adapt to completely different customer profiles."

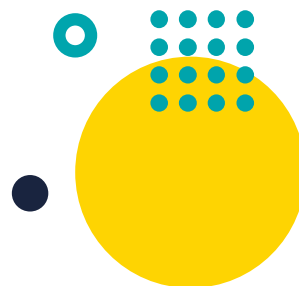
Results

Thanks to the successful implementation of strategies based on digital marketing, La Tienda del Apicultor has managed to position itself as a leader in the Spanish beekeeping equipment market in just seven years. Its presence also extends to several countries in the European Union. This success is attributed to the construction of a solid base of loyal and recurring customers.



The company's success is also based on the high level of customer experience. This quality is achieved through customer support and high product delivery. To this end, management tools play a crucial role, allowing them to maintain total control over inventory. This precise control minimises delays, ensuring that products reach customers in the shortest possible time.

The best practice study has shown that the combination of an effective digital marketing strategy and the adoption of organisational tools is essential to drive growth, improve productivity and maintain competitiveness in e-commerce.



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