

# Krakakoa's Increased Digital Presence through Developing an E-Commerce Website & Online Advertisements Boosted Digital Sales Exponentially

Brand: **Krakakoa** and the others

Industry: **Chocolate & Sustainability**

Solutions: **E-commerce Development, Social Media Ads & Google Ads, Animations**

Case Study by  **EOI**.DIGITAL



# KRAKAKOA

## Overview

**Krakakoa Chocolate**, formerly known as **Kakoa Chocolate**, is founded by **Sabrina Mustopo**. An award-winning chocolate brand, Krakakoa collaborates with local farmers to help produce their chocolate creating products from bean-to-bar. Key elements to the company's growth is increasing awareness about their products, a concrete online and social media plan, and an ecommerce website. The company didn't have a website with a strategy beforehand. But through social media ads, ad funnels, and a digital transformation, Krakakoa was able to create revenue online for selling chocolates.



## Challenges

Penetrating the online industry, and especially with chocolate isn't easy. Krakakoa's goal was to achieve global awareness. But even in her own country, Indonesian beans had a reputation of being poor quality. It was difficult to **increase awareness** of her products and her mission to the public because they had no website or any other online platform to do so. The company needed to **increase their reach and engagement** to allow people to see the Indonesia, her products and Krakakoa from a different perspective: that Krakakoa is more than just an ordinary chocolate.



Aside from awareness, the company also needed to be more accessible and **generate more leads and revenue**. Getting the word out wasn't enough. What they needed was to solidify their brand and establish more channels for potential customers.

Because of all their challenges, Krakakoa thought that selling chocolates online was not possible to achieve. They had no sales or revenue collected from online purchases even though they have tried it themselves before.

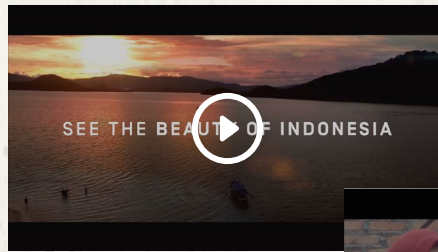


## Solutions

What Krakakoa needed was a company who can handle tasks geared towards digital marketing. Krakakoa hired EOI Digital as its digital marketer with the idea of generating online revenue of their chocolates through digital platforms. The advertisements started from scratch which left for a more creative approach to the online chocolate industry. EOI Digital proposed a social media ad funnel that showcases the company working closely with Indonesian farmers.

Krakakoa and EOI Digital conceptualize and brought ad funnels online that showed every stage of farmer-to-bar production. In total there are **six (6) stages of ad funnels**. This ad funnel was a solution of explaining their process of quality beans and eventually drove into sales.

**1 The Beauty of Indonesia** showcases the landscape and culture Indonesia has to offer.



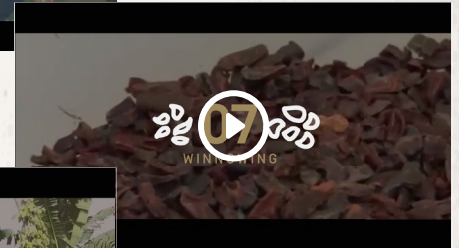
**2 Farmers and Farms** highlighted how Krakakoa interacts with their farmers through training and hands-on support.



**3 Beans & Cocoa** takes a closer look at how Indonesian beans are planted and grown with Krakakoa.



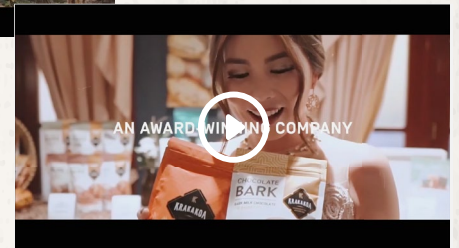
**4 Process & Production** lists down all the steps Krakakoa and its farmers do to take care of its beans and chocolate production.



**5 Product Deliciousness** tells how Krakakoa products are created with its unique taste.



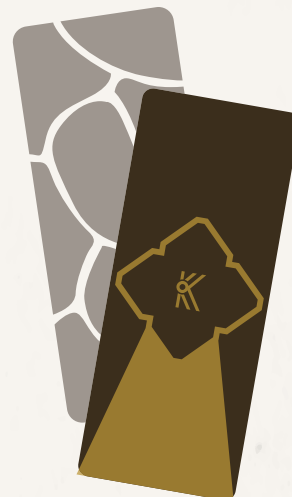
**6 Endorsements** show how Krakakoa received attention, praise, and testimonials from the public.



*We want our consumers to get to know the farmers who grow their food, and know that they are making a real substantial difference in their lives.*

**Sabrina Mustopo**  
CEO of Krakakoa

For their paid advertisements, EOI Digital created animations to increase audience retention and imprint Krakakoa as more than just a chocolate on a shelf.



## Results

*“Online revenue was generated for the first time! Creating an online presence was good for Krakakoa.”*

The advertisements and animations increased the company’s revenue. Lead generations were high on their website and social media. With a better functioning website, their traffic increased 3-fold, had more unique visits, had more orders and inquiries, and faster page durations.

Facebook ads reached more than 3 million people with ads being viewed for more than 10 million times. Google Ads on the other hand had a low CPC of \$0.06 with over more than 675k impressions and 20.000 clicks. In total, 400 orders and over 2.000 chocolate bars were ordered online during the initial stages of online advertising. After one year, their digital revenue increased for over 200% per month with more than 700% visits per month.



The chocolate established itself as a global brand, catching the attention of locals and tourists alike. Krakakoa was able to win up to six medals from the Academy of Chocolate Awards in the United Kingdom. And this made Krakakoa the first Indonesian chocolate maker to achieve that recognition.

## What’s left for Krakakoa

Krakakoa is just beginning to flourish as it’s working its way to expand in other countries. With their website and social media advertisements in place, Krakakoa can engage with their customers and continue to help their farmers and local economy. By expanding their digital presence, Krakakoa could explore advertising on a global scale. Their exponential growth through digital marketing proves that even if your industry seems hard to promote, companies should think it over as digital marketing makes it possible.



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