



## Case History

1<sup>st</sup> in Coffee/Commercial

**Client:** 1<sup>st</sup> in Coffee/Commercial

**Industry:** Food service coffee equipment – Commercial espresso machines, supplies

**Markets:** B2B specialty coffee retailers and distributors

**Marketing Objectives:** Increase sales of commercial products

**Marketing Tactics:** Email marketing, Facebook, Twitter, business blogging, LinkedIn social media

**Marketing Objectives Met:** SOS increased commercial sales by 38% within 3 months of the program and increased referral traffic by over 28% with business blogging, and LinkedIn

**Example:** Email marketing to list of 8,951 prospects yielded 17% open rate



Best prices on espresso machines, grinders, filters, cleaners, tools. Buy online.

Welcome to 1st in Coffee, where your total satisfaction is our 1st priority. Specialty coffee professionals rely on our equipment and advice to keep their customers satisfied. If you have any questions, call us at 1.800.709.8210.

Call 800-709-8210

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Jura Impressa X \$990 One Touch Commercial Super Automatic Espresso & Coffee Center allows you to prepare cappuccino at the touch of a button. Designed for commercial use in small restaurants, cafes, offices or homes producing up to 100 drinks per day. Free shipping.  
**Best Price: New: \$2699**

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La Pavoni Rub 2V Commercial Espresso Machine equipped with the latest technology and highest quality components. Direct connection to your water line eliminates filling the water tank by hand. 2 Groups for double the productivity. Free shipping.  
**Best Price: \$4750**

[See more La Pavoni](#)



Pasquini Livia 90 Automatic Espresso Machine  
For the small restaurant, coffee house, or office. Offers a single commercial size 58mm group-head and the standard heat-exchange system found in most larger commercial espresso machines. These machines are designed to

be left on for extended periods and built to last from top quality components. No plumbing required. Free shipping.  
**Best Price: \$1720**

[See more Pasquini](#)



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