

PORTFOLIO CASE STUDY

Calumia Studio

E-Commerce & Omnichannel Growth Strategy

Turning a small artisanal brand into a structured digital growth system.

Group project · Portfolio case by Fábio Pires

Digital Strategy · E-Commerce · Omnichannel · UX · Campaign Planning



Growth should not move faster than the business can deliver.

The strategic problem was not simply generating demand - it was building a digital system the business could sustain.

CORE QUESTION

How can a local handmade brand grow through e-commerce without losing authenticity, quality or operational control?

The project therefore linked marketing ambition to operational readiness.

Build capability before pushing scale.

BRAND

Portuguese handmade candles, decor and personalised gifts.

MARKET FIT

A visual lifestyle category suited to digital discovery and gifting.

CONSTRAINT

Limited production capacity and strong dependence on the founder.

OBJECTIVE

Create an e-commerce and omnichannel foundation for measurable growth.

Sell meaning, not only candles.

The product has functional value, but the strongest digital opportunity lies in emotion, aesthetics and gifting.



VALUE DRIVERS

ARTISANALITY

Handmade, local, distinctive.

PERSONALISATION

Colours, scents, formats and occasions.

SENSORY EXPERIENCE

Home, comfort, rituals and wellbeing.

SUSTAINABILITY

Soy wax, natural textures and conscious consumption.

POSITIONING

Premium · emotional · personalised · visually distinctive

A good campaign cannot outrun the business model.

The strongest part of this case is the link between marketing ambition, operational capacity and customer experience.

01 NO OWN ONLINE STORE

Risk: attention without conversion.

Build the website as the sales, brand and data hub.

02 FOUNDER DEPENDENCY

Risk: operational bottleneck.

Prepare systems, partners and scalable workflows.

03 LIMITED PRODUCTION

Risk: demand exceeds fulfilment.

Phase investment and validate demand before scaling.

Marketing role: generate demand only after the customer journey can convert and fulfil that demand.

Two segments, two buying logics.

The project separated emotional consumer demand from more rational B2B volume opportunities.

B2C

Women, 30-60, Portugal

Interested in home decor, wellbeing, self-care, handmade products and meaningful gifts.

Instagram

Facebook

Storytelling

Visual content

Personalised gifts

B2B

Companies, hotels, spas, events

Looking for customised gifts, reliable delivery, consistent aesthetics and larger orders.

Corporate gifts

Boutique hotels

Spas

Events

Implication: the same product needs two different journeys - inspiration for B2C, credibility and reliability for B2B.

Make the online store the hub - not just another channel.

The ecosystem connects discovery, conversion, relationship and data collection.

INSTAGRAM / FACEBOOK

Discovery + community

ONLINE STORE

Sales · Branding · Relationship · Data

MARKETPLACES

Reach + demand testing

PINTEREST

Inspiration + visual search

EMAIL / CRM*

Nurture + repeat purchase

PAYMENTS

MB Way · PayPal · Klarna

**CRM appears here as a relationship system concept for the brand strategy, not as Fábio's professional CRM experience.*

The store must reduce friction and increase trust.

For a small brand, the online store is where visual desire becomes commercial confidence.



01 CLEAR PRODUCT STRUCTURE Organise candles, decor, gifts and personalised products around clear shopping intent.

02 TRUST SIGNALS Explain materials, production, shipping, returns and secure payment before checkout.

03 VISUAL MERCHANDISING Use lifestyle imagery, product detail and gifting contexts to support perceived value.

04 CONVERSION SUPPORT Prioritise mobile-first pages, a simple checkout and persuasive product information.

ROLE OF E-COMMERCE · Sell, build trust and create a scalable source of customer data.

Invest in the maturity of the brand, not only in performance.

The proposed budget prioritised awareness because the brand first needed recognition, trust and demand.



WHY THIS MATTERS

Build awareness first, validate interest next, then increase conversion investment only when demand and fulfilment are ready.

Note: campaign numbers are planning targets/projections, not measured results.

Each funnel stage has a different job.

Formats, channels and KPIs were connected to the stage of the consumer journey.

AWARENESS

CHANNELS

Meta Ads
Google Display

FORMATS

Reels · Stories
Display banners
Lifestyle carousels

KPIS

Reach
Impressions
CPM / CPV

CONSIDERATION

CHANNELS

Meta Ads
Google Search
Pinterest

FORMATS

Product traffic
Carousels
Demand Gen

KPIS

Clicks
CTR
CPC

CONVERSION

CHANNELS

Google Search
Performance Max
Meta Leads

FORMATS

Sales intent
Lead capture
Retargeting

KPIS

CPA
CPL
ROAS
Conversion rate

Growth needs a feedback loop.

Campaign performance should be monitored continuously so budget, creative and audiences can be adjusted.

MEASUREMENT STACK

GA4	Traffic, engagement and conversion paths.
META BUSINESS SUITE	Paid social creative and audience performance.
META PIXEL	Retargeting and conversion signals.
GOOGLE ADS	Search, display and performance optimisation.

CORE KPIS

Conversion rate · CPA · CPL · ROAS · Cart abandonment · Average order value · Qualified leads

OPTIMISATION LOOP · Measure → learn → adjust → scale



A phased path to sustainable growth.

The case links brand building, e-commerce, paid media, operations and measurement into one growth sequence.

01 PROFESSIONALISE

Launch the store and establish product structure, payment options, logistics and trust.

02 VALIDATE

Test audiences, messages, formats and product demand before increasing investment.

03 CONVERT

Use search, retargeting and stronger product pages to turn qualified interest into sales.

04 RETAIN

Create reasons to return through email, gifting moments, repeat purchase and B2B relationships.

WHAT THIS CASE DEMONSTRATES

E-commerce strategy

Omnichannel planning

Audience segmentation

Campaign budgeting

UX thinking

Measurement planning

BOTTOM LINE

Scale marketing only when customer experience and operations are ready.