



ABSOLUTE VELOCITY LABS

Marketing at the speed of growth

AVLC / WHITEPAPER / CASE STUDY

A Case Study on AlgaeBarn's Meteoric Rise

From small player in the marine aquarium industry to
dominant force with annual revenues exceeding \$4 million

<\$1M

Starting annual revenue

>\$4M

Annual revenues achieved

05

Integrated growth strategies

CONFIDENTIAL / 2026

A data-backed growth story spanning SEO, social media, PPC, email marketing, and user experience.

Growth does not happen by accident.

Absolute Velocity Labs, a leading marketing agency specializing in holistic marketing strategies, has successfully transformed AlgaeBarn from a small player in the marine aquarium industry to a dominant force with annual revenues exceeding \$4 million. This whitepaper details the strategies implemented, the data-backed results achieved, and the journey of AlgaeBarn's phenomenal growth.

THE MANDATE

Turn a specialist marine-aquarium business into a more visible, more engaging, and more commercially powerful market presence.

“A holistic marketing strategy,
made measurable.”

The work combined visibility, engagement, conversion, retention, and customer experience.

Built for the full growth surface.

The engagement brought together the agency's integrated operating model and AlgaeBarn's specialized product expertise.

ABSOLUTE VELOCITY LABS

Holistic marketing, integrated across the business.

Absolute Velocity Labs integrates marketing across various business segments, including IT, Networking, Logistics, and Customer Support. With a tiered pricing model based on gross revenue, Absolute Velocity Labs provides comprehensive services such as "wide net" digital marketing, web development, SaaS implementations, Customer Support Systems, and marketing automation.

ALGAEBARN

Specialist products for marine aquariums.

AlgaeBarn specializes in providing high-quality live foods and refugium supplies for marine aquariums. Their product range includes copepods, macroalgae, phytoplankton, and more, catering to the needs of aquarium hobbyists and professionals alike.

The starting point: friction before velocity.

When Absolute Velocity Labs first engaged with AlgaeBarn, the company faced several challenges:

01

Limited brand visibility

Attention and discovery needed to expand beyond the existing base.

02

Inconsistent customer engagement

Customer interaction needed a more consistent rhythm.

03

Underutilized digital marketing channels

Available digital channels were not yet working as an integrated system.

04

Stagnant revenue growth

The commercial trajectory needed a new source of momentum.

01

SEO and Content Marketing

Absolute Velocity Labs developed a robust SEO strategy focused on optimizing AlgaeBarn's website for high-volume keywords and producing valuable content for the marine aquarium community. The content strategy included blog posts, how-to guides, and customer success stories.

KEY ACTIONS



Keyword Research

Comprehensive keyword research was conducted to identify high-traffic, low-competition keywords relevant to AlgaeBarn's products and industry.



On-Page SEO

Optimization of meta tags, headers, and content to improve search engine rankings.



Content Creation

Regular publishing of high-quality, informative blog posts, how-to guides, and customer success stories.



Backlink Building

Establishing partnerships and gaining backlinks from reputable sources to boost domain authority.

Compounding visibility, made visible.

RESULTS

- ↗ Significant increase in organic traffic.
- ↗ Higher search engine rankings for targeted keywords.
- ↗ Increased website visibility and authority.

FIGURE WALL / SOURCE EXHIBITS

Original source visuals preserved

A

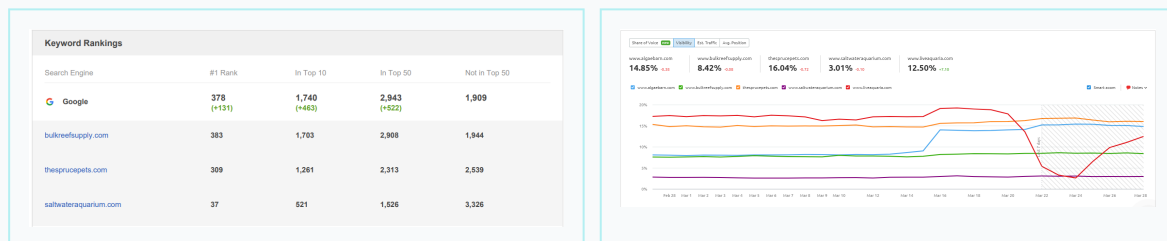


Figure A 1 & 2: Keyword growth & overall visibility against the major market competitors

B

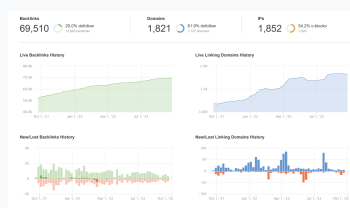


Figure B: Backlink growth over time

C



Figure C: Organic Keywords Trending

D



Figure D: Visibility trending

02 Social Media Marketing

A comprehensive social media strategy was deployed, focusing on engagement and brand awareness across multiple platforms, including Facebook, Instagram, and Twitter.

KEY ACTIONS



Platform-Specific Content

Tailoring content to fit each social media platform.



Engagement Campaigns

Running contests, giveaways, and interactive posts to boost engagement.



Influencer Collaborations

Partnering with influencers in the marine aquarium community to reach a wider audience.



Paid Social Ads

Utilizing targeted ads to increase reach and drive traffic to the website.

From presence to participation.

RESULTS

- Increased social media following and engagement.
- Enhanced brand awareness and community building.
- Higher referral traffic from social media platforms.

FIGURE WALL / SOURCE EXHIBITS

Original source visuals preserved

E 1&2

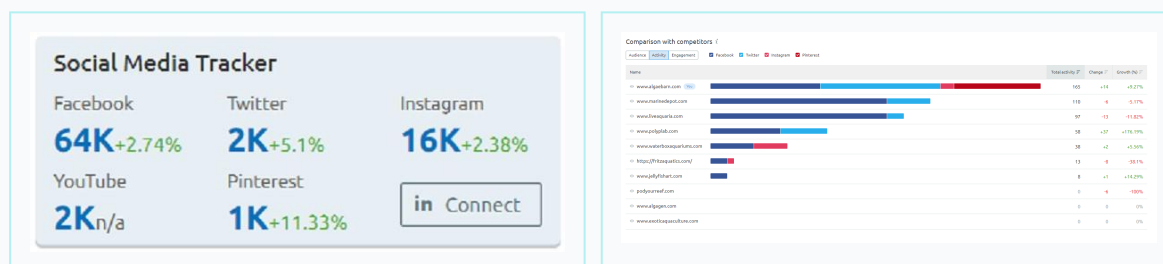


Figure E 1&2: Channel Growth & Social Positioning VS the top 10 competitors

F

Source / Medium	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	1,113 % of Total: 6.90% (15.88%)	886 % of Total: 5.47% (11.91%)	1,138 % of Total: 4.75% (26.66%)	90.69% Avg for View: 32.67% (17.54%)	1.19 Avg for View: 2.36 (17.54%)	00:00:18 Avg for View: 00:00:12 (80.24%)
1. BEAUSREEP / FACEBOOK	403 (35.95%)	312 (25.21%)	407 (35.76%)	91.40%	1.15	00:00:15
2. REEFSTACHE / FACEBOOK	271 (24.17%)	202 (22.85%)	279 (24.52%)	88.89%	1.27	00:00:23
3. YOURNAME / CANDELZREEP	225 (20.07%)	196 (22.12%)	226 (19.89%)	91.59%	1.15	00:00:24
4. SALTFISHY / FACEBOOK	80 (7.14%)	67 (7.56%)	80 (7.03%)	88.75%	1.20	00:00:11
5. JMOOREP / FACEBOOK	50 (4.48%)	43 (4.85%)	50 (4.39%)	92.00%	1.14	00:00:05
6. STRAIGHTTREETN / FACEBOOK	34 (3.03%)	26 (2.93%)	35 (3.08%)	91.43%	1.17	00:00:12
7. YOURNAME / THECHANNEL	34 (3.03%)	29 (3.27%)	35 (3.08%)	91.43%	1.29	00:00:10
8. INLANDREEP / FACEBOOK	18 (1.61%)	10 (1.12%)	18 (1.58%)	94.44%	1.06	00:00:02
9. ROYALTYREEP / FACEBOOK	4 (0.36%)	1 (0.11%)	6 (0.52%)	83.33%	1.33	00:01:11
10. ALDHACORALREEP / FACEBOOK	1 (0.09%)	0 (0.00%)	1 (0.09%)	100.00%	1.00	00:00:00
11. aldhacoralreep / THECHANNEL	1 (0.09%)	0 (0.00%)	1 (0.09%)	100.00%	1.00	00:00:00

Figure F: Influencer Tracking

G

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Click	Amount Spent	ROI	Link Clicks	Website Conversions	On-Platform Purchases
1. BEAUSREEP / FACEBOOK	Active	Lowest cost	\$10.00	82	12,770	14,835	\$0.76	\$46.61	Ongoing	102	0	0
2. REEFSTACHE / FACEBOOK	Active	Lowest cost	\$10.00	1,008	15,812	17,581	\$0.56	\$115.14	Ongoing	336	0	0
3. YOURNAME / CANDELZREEP	Active	Highest vol.	\$20.00	79	10,996	10,970	\$0.14	\$414.62	Ongoing	289	79	0
4. SALTFISHY / FACEBOOK	Completed	Cost cap	\$100.00	89	23,816	30,369	\$0.34	\$304.12	04/11/2020	293	89	0
5. JMOOREP / FACEBOOK	No Ads	Target cost	\$10.00	0	0	0	0	\$0.00	Ongoing	0	0	0
6. STRAIGHTTREETN / FACEBOOK	No Ads	Lowest cost	\$20.00	0	0	0	0	\$0.00	Ongoing	0	0	0
7. YOURNAME / THECHANNEL	Active	Lowest cost	\$10.00	12	1,272	1,393	\$14.87	\$114.78	Ongoing	33	12	0
8. INLANDREEP / FACEBOOK	Active	Lowest cost	\$10.00	0	0	0	0	\$0.00	04/11/2020	0	0	0
9. ROYALTYREEP / FACEBOOK	Active	Lowest cost	\$10.00	0	0	0	0	\$0.00	04/11/2020	0	0	0
10. ALDHACORALREEP / FACEBOOK	Active	Target cost	\$10.00	0	0	0	0	\$0.00	Ongoing	0	0	0
11. aldhacoralreep / THECHANNEL	Active	Target cost	\$10.00	0	0	0	0	\$0.00	Ongoing	0	0	0
Results from all campaigns				62,764	104,764	124,764	\$0.76	\$1,183.24		1,060	179	0

Figure G: Paid Social Ads

03 PPC Advertising

Targeted pay-per-click (PPC) campaigns were launched on Google Ads and Facebook to drive immediate traffic and sales. These campaigns were meticulously optimized to achieve a high return on investment (ROI).

KEY ACTIONS



Targeted Ad Copy

Crafting compelling ad copy tailored to the target audience's interests and needs.



Bid Optimization

Continuously monitoring and adjusting bids to maximize ROI.



A/B Testing

Running A/B tests on ad creatives, headlines, and landing pages to determine the most effective combinations.



Retargeting Campaigns

Implementing retargeting strategies to re-engage users who previously interacted with the website.

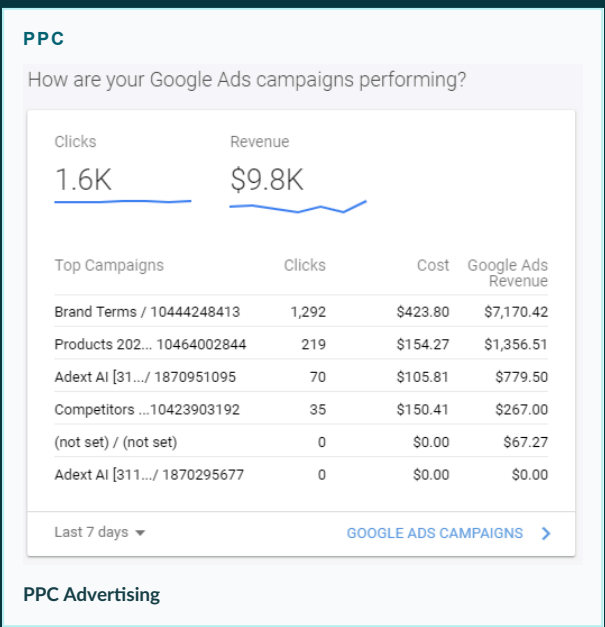
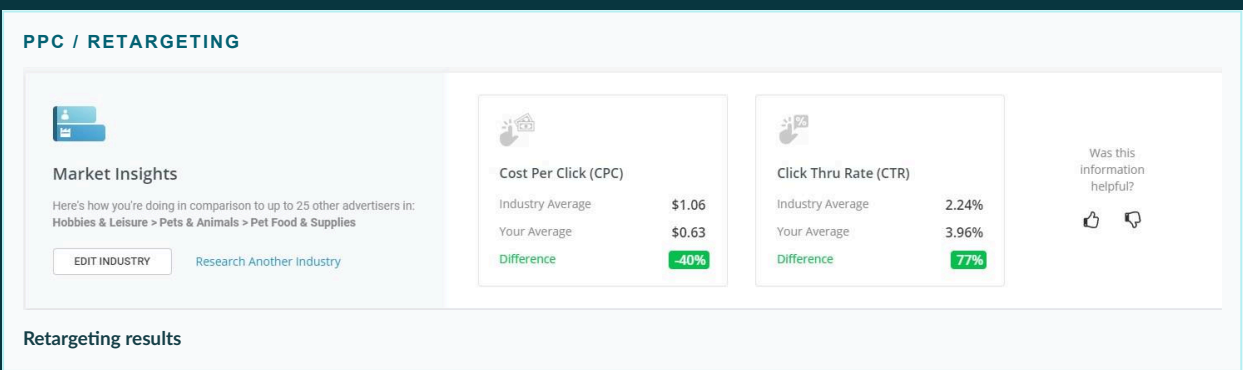
Precision spend. Immediate signal.

RESULTS

- ↗ Significant increase in website traffic and sales.
- ↗ High ROI from well-optimized ad spend.
- ↗ Improved brand visibility in search results and social media feeds.

FIGURE WALL / SOURCE EXHIBITS

Original source visuals preserved



Targeted campaigns across Google Ads and Facebook were meticulously optimized to achieve a high return on investment (ROI).

Figure G: More Accurate User Targeting and Better Design led to higher conversion rates

The duplicate Figure G caption is retained in the Website / Evidence section with its matching source exhibit.

04 Email Marketing

An email marketing strategy was implemented to nurture leads and retain customers. Personalized email campaigns were designed to offer special promotions, product updates, and educational content.

KEY ACTIONS



Segmentation

Segmenting the email list based on customer behavior and preferences.



Personalization

Crafting personalized emails to cater to individual customer needs.



Automation

Setting up automated email sequences for onboarding, cart abandonment, and re-engagement.



Content Variety

Including a mix of promotional, informational, and educational content in email campaigns.

Useful messages, at the right moment.

RESULTS

- ↗ Higher open and click-through rates.
- ↗ Increased customer retention and repeat purchases.
- ↗ Enhanced customer relationships through personalized communication.

LIFECYCLE TOUCHPOINTS

Strategy architecture

Onboarding

Automated email sequences help nurture leads and retain customers.

Cart abandonment

Automation re-engages users around an interrupted purchase journey.

Re-engagement

Personalized communication supports customer relationships and repeat purchases.

CONTENT VARIETY

Promotional, informational, and educational content brought a mix of value and relevance to email campaigns.

05

Website Redesign and User Experience (UX)

Absolute Velocity Labs undertook a comprehensive website redesign to enhance user experience, improve site navigation, and increase conversion rates.

KEY ACTIONS



User-Centric Design

Creating a clean, intuitive, and responsive website design focused on user experience.



Improved Navigation

Streamlining navigation to make it easier for users to find products and information.



Conversion Rate Optimization (CRO)

Implementing CRO techniques to increase the percentage of website visitors who make purchases.



Performance Optimization

Enhancing website speed and performance to reduce bounce rates and improve user satisfaction.

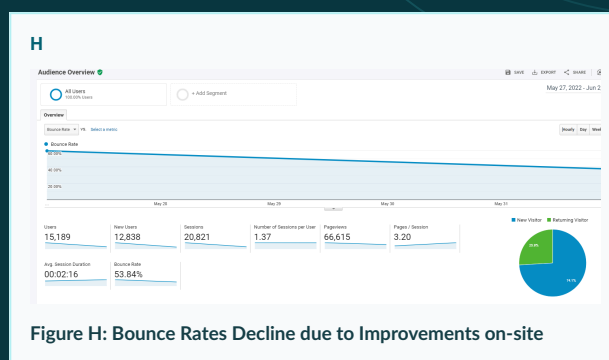
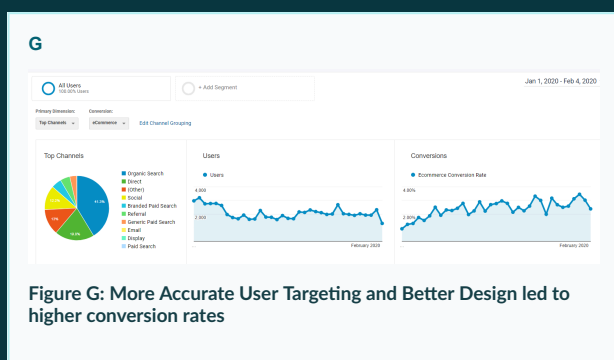
Better journeys compound.

RESULTS

- ↗ Increased website traffic and engagement.
- ↗ Higher conversion rates and sales.
- ↗ Improved overall user experience and customer satisfaction.

FIGURE WALL / SOURCE EXHIBITS

Original source visuals preserved



The original exhibit is shown without recreating or altering its underlying data.

From under \$1M to over \$4M.

The integrated marketing strategies translated into a step-change in revenue, visibility, and customer engagement.

\$4M+

Annual revenue

AlgaeBarn's annual revenue surged from under \$1 million to over \$4 million.

TOP

Competitive visibility

AlgaeBarn ranked among the top competitors in the marine aquarium industry.



Engagement + retention

Social, email, and improved website UX led to higher customer satisfaction and retention rates.

AlgaeBarn's annual revenue surged from under \$1 million to over \$4 million, showcasing the effectiveness of the integrated marketing strategies.

AlgaeBarn ranked among the top competitors in the marine aquarium industry, outperforming several established brands in terms of visibility and engagement.

Enhanced customer engagement through social media, email marketing, and improved website UX led to higher customer satisfaction and retention rates.

OUTCOME EXHIBITS

Original source visuals preserved

J



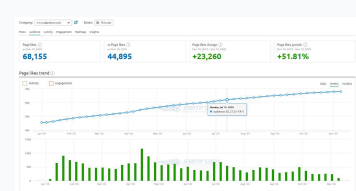
Figure J: AlgaeBarn Sustained Top Visibility

K



Figure K: An Average Daily snapshot (Active Live Traffic Stats)

ADDITIONAL SOCIAL MEDIA



Additional Social Media 'All Over' growth

The result of a well-rounded system.

The collaboration between Absolute Velocity Labs and AlgaeBarn serves as a testament to the power of a well-rounded, data-driven marketing strategy. By leveraging SEO, social media, PPC, email marketing, and UX enhancements, as well as incorporating new and powerful SaaS, and improving overall customer service, Absolute Velocity Labs successfully propelled AlgaeBarn to new heights, transforming it into a market leader.

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