

DIGITRANS.me – success stories

Company name	Vermipur
Industry	Soil enrichment products/Creative industry

Success brief – A brief summary of the problem and how it has been addressed	The company developed its own organic soil enrichment products, but it had a hard time appealing to and reaching its customers due to a limited understanding of who they were and how to service them using a scalable and repeatable digital business model. Thanks to using the DIGITRANS method, the company recognized how digital technologies can help them to better understand its customer segments and sell its products using state-of-art digital sales channels.
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Please answer the following questions regarding your experience with DIGITRANS.me

The situation – Describe your situation prior to using DIGITRANS.me and DIGITRANS trainings in general

We developed our own soil enrichment product Vermihumus, which is a 100% natural organic fertilizer that is based on excretion of earthworms. We were selling our product mostly on local markets in Maribor.

The challenge – Describe your challenge and why it needed to be addressed

Selling our product physically on local markets to random customers meant that we had a hard time managing our business processes (marketing, production, stock). In order to scale our business, we wanted to explore how digital technologies can help us.

The solution – In what way have you resolved the problem

Initially, we did some research on our own, but that unfortunately did not get us very far. After seeing IRP's workshop on Facebook, we decided to attend it hoping that it would better understand how we can implement digital technologies in our business. During the workshop, we developed new ideas on how to promote our business to our customers. Thanks to persona canvas, we now have a better idea about our typical customer segments and how and where we can reach them. We further explored and developed our ideas during the Skype calls and an additional 1-on-1 workshop with IRP's team of experts. Based on the lessons learned, we updated our website to include the online store and started spreading the word about what we do through social media channels. We also started our blog in order to educate our customers about the importance and the benefits of using our products. In addition, we improved the design of our products, which the customers find much more appealing.

The outcome – What was the outcome?

We are seeing first results of the improved website and the use of the social media channels for promotion – our sales are growing as are the revenues. Our online exposure has helped us to achieve some promising leads – our products might soon be available in one or two large retail chains in Slovenia and potentially even Austria.



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