

Case Study #2: E-Commerce Startup Scales from \$15K to \$85K Monthly Revenue

Client Profile

Business: Bloom & Co. (Handmade skincare products)

Founder: Sarah Martinez

Location: California, USA

Stage: Early-stage startup (solo founder)

Challenge: Founder doing everything, unable to scale beyond \$15K/month

The Situation

Sarah had a great product and growing demand, but she was the bottleneck: - Personally responding to every customer inquiry (50+ daily) - Manually processing orders and tracking shipments - Creating all social media content and posting - Managing influencer outreach - Handling bookkeeping and inventory tracking - Product photography and listing updates

In her words: "I was working 80-hour weeks and still couldn't keep up. Orders were delayed, customer service was suffering, and I had zero time to develop new products or grow the business."

The Solution

Package: Growth Package (\$1,297/month)

Team Assigned: - Customer Service VA (15 hours/week) - E-commerce Operations VA (10 hours/week) - Social Media VA (10 hours/week)

Tasks Delegated: - Customer inquiry response (email, DM, chat) - Order processing and shipment tracking - Returns and refund management - Social media content creation and scheduling (daily posts) - Influencer outreach and relationship management - Inventory tracking and reorder alerts - Product listing optimization - Basic bookkeeping and expense tracking

Implementation Timeline

- **Week 1:** Application, discovery call, package recommendation
- **Week 2:** Team matching and introduction
- **Week 3:** Systems setup (Shopify, Zendesk, Later, Asana)
- **Week 4:** Training on brand voice, product knowledge, SOPs
- **Month 2:** Full delegation, Sarah in strategic role only

The Results (After 12 Months)

Business Growth: - Revenue increased from \$15K to \$85K per month (467% growth) - Customer base grew from 500 to 3,200 active customers - Average order value increased by 23% - Customer satisfaction score: 4.8/5 stars

Operational Improvements: - Customer response time: 24-48 hours → 2-4 hours - Order fulfillment time: 5-7 days → 2-3 days - Social media engagement up 340% - Influencer partnerships: 0 → 15 active collaborations

Founder Time Reclaimed: - 50+ hours per week freed up - Launched 3 new product lines - Secured wholesale partnerships with 8 retailers - Hired 2 additional team members (production)

Financial ROI: - VA investment: \$15,564/

Common Success Factors Across All Case Studies

1. Clear Delegation

All clients identified specific, repeatable tasks to hand off—not vague “help me with stuff.”

2. Trust & Training

Clients invested 2-4 weeks in proper onboarding and training, then trusted their team to execute.

3. Systems & Tools

Proper project management, communication, and industry-specific tools were implemented from day one.

4. Consistent Communication

Weekly check-ins and open communication channels kept everyone aligned.

5. Strategic Focus

Freed from admin work, clients focused on high-value activities only they could do (pastoral care, product development, client relationships).

Ready to Write Your Own Success Story?

These results aren't exceptional—they're typical when you delegate strategically and work with the right team.

Your transformation starts with a simple application.

- 👉 **Fill Out Your Application Now** – Takes less than 5 minutes
- 👉 **Schedule a Discovery Call** – Let's discuss your specific needs

Questions? Email us at hello@virtuallyyours.com