

# 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/

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## 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).

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## 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](mailto:hello@virtuallyyours.com)