

LANGIT®

Langit Collective Malaysia  
langit.com.my

# Langit Collective engages with consumers online by seamlessly blending traditional with digital

*Langit Collective is a social enterprise focused on helping farmers from East Malaysia sell their agricultural produce to consumers and restaurants in West Malaysia.*

## The challenge

Due to the Movement Control Order (MCO) enforced in March 2020, Langit Collective began to lose most of their business to business (B2B) revenue from both restaurants and corporate companies in West Malaysia. To weather the storm, they needed to shift their marketing direction and target consumers by strengthening their brand presence; but how would they effectively reach and engage with their customers online without breaking the bank?

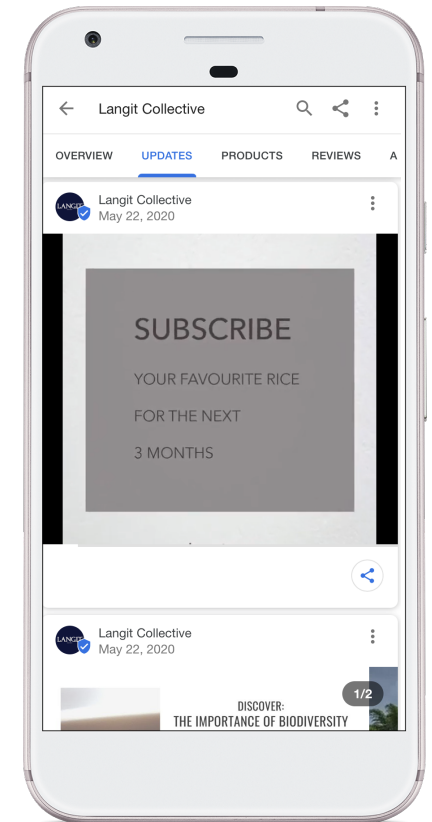
## The approach

### Showing up for customers online

To cater to a wider range of customers, the Langit Collective team decided to launch a new range of product offerings. This included a DIY meal kit and a 3-month rice subscription package, which they announced on their [Google My Business](#) profile. This helped increase their searchability and visibility amongst Malaysians, thereby strengthening their digital brand presence.

### Making online shopping easy

While there was a surge of customers visiting their e-commerce store, most of them did not end up purchasing. Using [Google Analytics](#), the team was able to better understand how their customers were behaving and engaging with their e-commerce store, allowing Langit Collective to implement changes to improve the overall flow and shopping experience.



## The results

Within the first 3 weeks of launching on Google My Business, customer actions such as website visits, calls, and direction requests increased 100% month on month. On average, their photos also received an impressive 1,860% more views than similar businesses in the industry. This paired with the changes made by Langit Collective on their website significantly improved their sales by 81.3% in comparison to the previous quarter.

On top of that, frequent updates to their Business Profile on Google also increased Langit Collective's discoverability by 90% across both Google Search and Maps. This resulted in a 2.5x increase in traffic during the start of the MCO compared to normal periods, with this number later averaging out to 2x their usual amount.

# +81.3%

increase in sales vs previous quarter

# +1,860%

increase in photo views vs similar businesses

# +2x

overall increase in web traffic average

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With Google Analytics, we can make better data-driven decisions to reach and create value for our customers. It has really pushed us to improve our adoption of tools such as Google My Business, spurring us to take a relook at our assets and to figure out how to best optimize them to reach more potential customers.

*Melisa, Co-Founder & CMO, Langit Collective*

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