



Bing Network. Intelligent search.

“We’re passionate about supporting our community. Chocolate is one of the few foods where you share and commune around it. Why shouldn't we have the ability for neighbors to help neighbors by giving back?”



Jean Thompson
Owner and CEO of Seattle Chocolate

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Results provided to Bing by Seattle Chocolate.

Seattle Chocolate saw a

6.3%

conversion rate with its Bing Ads campaigns, which outperformed Google AdWords.

A unique chocolate experience

Headquartered in Tukwila, Washington, Seattle Chocolate serves as a testament to women-driven businesses. What started for Jean Thompson as a lifelong fascination and obsession with the sweet turned into a multimillion-dollar company that produces more than 1 million pounds of chocolate annually.

Spreading the word

Seattle Chocolate relies on digital marketing as the primary outlet for its marketing efforts. With Bing Ads, Seattle Chocolate uses advertising to drive traffic to its webpages, whether it's for tour information, seasonal campaigns or product sales. “You have to use the tools you have at the ready, and using Bing Ads at a pretty low cost is beneficial to small companies,” says Alexandra Comnenos, marketing coordinator at Seattle Chocolate. Kirsty Ellison, director of marketing, adds, “We’ve had a great experience with campaigns that we’ve run on Bing Ads. Recently our campaigns saw a 6.3% conversion rate on Bing Ads, outperforming Google AdWords.”

With continuing expansion and increased brand recognition for Seattle Chocolate, the question is, what's next for the company? Seattle Chocolate continues to strive for creating quality products that drive more and more Americans to try the best that chocolate has to offer. Thompson concludes, “We believe that chocolate is more than just an exquisite treat. It's an outlet to support our community, and we plan to make a difference, one bite at a time.”

