

The top section of the slide features a collage of images related to Ak-Mak Bakeries. On the left, the brand name 'ak-mak' is written in a large, blue, stylized font, with 'Bakeries' in a smaller, white, cursive font below it. To the right of the logo, there's a large orange rectangle containing the text 'CASE STUDY' in white, bold, sans-serif font, followed by 'ak-mak from Shelf to Screen' in a smaller, white, sans-serif font. Below the orange rectangle, there are three smaller images: a bowl of honey, a loaf of flatbread, and a plate of cracker bread with various toppings like avocado, tomatoes, and cheese. The text 'The Original Armenian Cracker Bread' is written in a white, cursive font across the bottom of these images.

ak-mak Bakeries

CASE STUDY

ak-mak from Shelf to Screen

The Original Armenian Cracker Bread

A Bold Leap into Direct-to-Consumer Success

For more than a century, Ak-Mak Bakeries has handcrafted traditional Armenian flatbread in California using the same family recipe passed down since 1893. Their crisp, nutritious flatbread has long been a favorite among health-conscious shoppers—stocked on shelves across natural food stores and distributed coast to coast. Ak-Mak had never sold directly to customers online. Instead, they relied exclusively on a wholesale model—until changing consumer habits and digital-first expectations sparked a bold question.

THE CHALLENGE

What if we tried selling online, straight to the customer?

This was uncharted territory. Ak-Mak had no existing e-commerce store, no marketing database, and no internal infrastructure to support individual order fulfillment.

They weren't even sure if there would be demand.

OUR ROLE

Strategic Marketing Partner

Workingarts was brought in to help design, launch, and test a direct-to-consumer (DTC) model from scratch—one that wouldn't overwhelm their operations, dilute their brand, or stray from their deeply rooted values.

A decorative graphic of wheat stalks is located in the bottom left corner of the slide.

Tradition with
a modern twist

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OUR APPROACH

We built Ak-Mak's DTC sales channel with a fast-moving, startup mindset—paired with careful attention to tradition.

Branded E-Commerce Website

We created a responsive, modern storefront that introduced Ak-Mak's history and product in a simple, compelling user experience. It made ordering intuitive and checkout seamless—while preserving the handmade feel that defined the brand.

Targeted Digital Advertising (PPC)

We launched a PPC campaign aimed at niche markets:

- Health and wellness communities
- Mediterranean and Middle Eastern food lovers
- Organic and heritage food audiences

Ad copy and creative emphasized authenticity, nutrition, and tradition—while the campaign structure allowed rapid A/B testing and optimization.

High-Performance Email List Building

From day one, we implemented a strategy to build a highly targeted email list from site visitors and customers. Using thoughtful messaging and intelligent segmentation, we grew a list of highly engaged subscribers—people who wanted to hear from Ak-Mak. We then ran a series of email campaigns, timed around product availability, restocks, and seasonal promotions. These campaigns achieved:

- Exceptionally high open rates
- Strong click-throughs
- Conversion rates well above industry benchmarks

Email became not just a promotional tool, but a relationship channel—connecting the bakery with its growing base of loyal fans.

Operational Support & Scalability

To prepare for order volume, we integrated lightweight inventory tools, notification systems, and shipping workflows that aligned with Ak-Mak's existing fulfillment capacity—so they could scale without chaos



The Impact

Ak-Mak's success proved that a century-old bakery could thrive in the digital age—without sacrificing its soul. By combining timeless values with modern tools—custom website design, PPC, and smart email marketing—Workingarts helped Ak-Mak go from shelf-bound to nationwide, building relationships one flatbread order at a time. What began as a test quickly became a transformation. And the best part? ak-mak trusted Workingarts for over 16 years, to create, enhance, and maintain the performance of its digital presence.

THE RESULTS

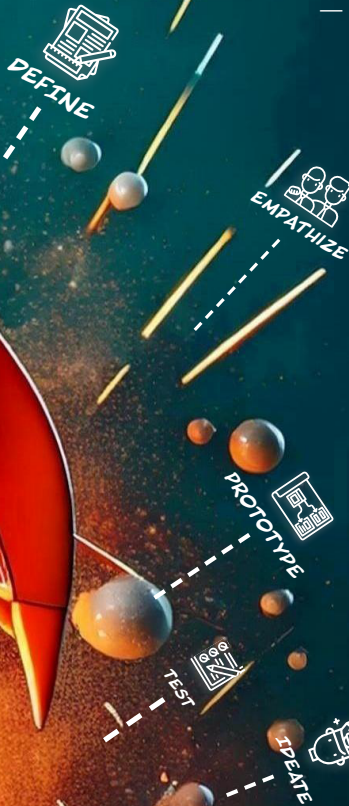
The results were, in the words of the Ak-Mak team, “overwhelming—in the best way.”

- **Online sales took off right away**
- **Email campaigns delivered repeatable revenue spikes with each send**
- **Customers from across the U.S. discovered Ak-Mak for the first time**
- **PPC ads converted above expectations, at a strong ROI**
- **The team reported being “maxed out” trying to keep up with orders**

Most importantly: the DTC model wasn't just viable—it became a new reliable revenue stream and opened a direct line between Ak-Mak and the people who love their bread.

Big Ideas. Unique Value Proposition

A STRATEGIC BLEND OF MARKETING,
DESIGN, PUBLISHING, & TECHNOLOGY
— CRAFTED FOR AMBITIOUS BRANDS.



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