

The company boosting site traffic with original virtual experiences

Based in London, The Little Surprises Company has managed to increase its site visitors after pivoting its services to adapt to the COVID-19 pandemic and meet lockdown guidelines.

Another example of a startup pivoting their offering amid lockdown is The Little Surprises Company, which offers handpicked London based experiences as gifts for your loved ones. These include things such as wine tastings, brunches and perfume making.

During lockdown, they have pivoted their business to launch a special collection of 'Virtual Little Surprises'. These virtual offerings include drum lessons, live comedy, baby massages and cooking classes, allowing customers to gift online experiences to people they may not be able to see at the moment and even share them with them.

Since launching the new events, the company has seen a massive increase in site visitors as well as a major increase in sales.

Created in 2016 by Hannah-Beth, the company began over a long dinner and a large glass of wine. As mentioned on the company's social channels, the founder "loves good food, interesting bars and quirky activities but always end up meeting in nice places and doing cool things".

Passionate about discovering new things in London coupled with the enjoyment felt when surprising people, Hannah-Beth decided to combine the two and

create this surprise-based startup. Every Little Surprise (places or activities) has been carefully selected and is pre-tested to meet the various tastes and interests of the company's customers.

“My favourite thing about our lockdown pivot is it has meant we can continue to champion small local businesses at this tricky time, spread a little joy and bring families together to do things – even when they are physically apart. Two weeks ago, we had the loveliest family come together and learn to sing “The Hills Are Alive” with each other. They were taught by a professional opera singer and even the 84-year-old grandparents joined! It was brilliant. The main reason initially for the switch was to maintain a presence in the market and build our customer base but it has led to the creation of some brilliant business partnerships that will continue post lockdown and will definitely change our offering long term.” – Hannah-Beth Clark, Founder of The Little Surprises Company

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