

# Case Study – Integrated Marketing for eCommerce Company

After partnering with this national ecommerce client for a comprehensive web design project in 2015, we celebrated even more successes in 2016. This client competes against some very large companies in the supplier industry.

## The Problem

- Rank on 1<sup>st</sup> page of organic search results for key phrases critical to their business, which are highly competitive.
- Increase traffic.
- Increase sales.

## The Result

- Increased organic traffic 16% and revenue by 99%.
- Increased PPC revenue by 725% while only increasing cost 1.6%.
- Generated 200 online leads for custom product quotes since May 2016.
- **In addition to significant growth across all digital marketing channels, this client also saw an increase in revenue of 130% in one year!**

	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	13.14% ↑	0.65% ↓	12.40% ↑	2.60% ↓	0.94% ↑	5.18% ↑	94.43% ↑	119.97% ↑	129.81% ↑
1 Organic Search	16.42% ↑			3.40% ↓			78.24% ↑		
2 Paid Search	8.95% ↑			3.87% ↓			511.38% ↑		
3 Direct	11.00% ↑			0.27% ↓			11.39% ↑		
4 Referral	2.93% ↑			8.75% ↑			146.48% ↑		
5 Email	17.84% ↑			5.36% ↓			28.06% ↑		
6 Social	5.91% ↑			6.13% ↑			120.30% ↑		
7 Display	100.00% ↑			100.00% ↑			100.00% ↑		

Figure a: 2016 vs. 2015 Overview

## How We Did It

This year over year analysis demonstrates how our integrated marketing strategies became a core part of their business.

### Organic

- **Organic optimization yielded a 16% increase in traffic.**
  - Optimized secondary terms on their site on each page.
  - Tailored product descriptions to be more keyword focused.
  - Used long-tail keywords for blog posts.
  - Integrated key phrases discovered through their AdWords search term report.

### Paid Search

- **Doubling their AdWords budget increased PPC sales 725%!**
  - Implemented Google Shopping and Display campaigns.
  - Set up a search campaign that targeted their competitors' traffic.
  - Incorporated promotions into their ads.

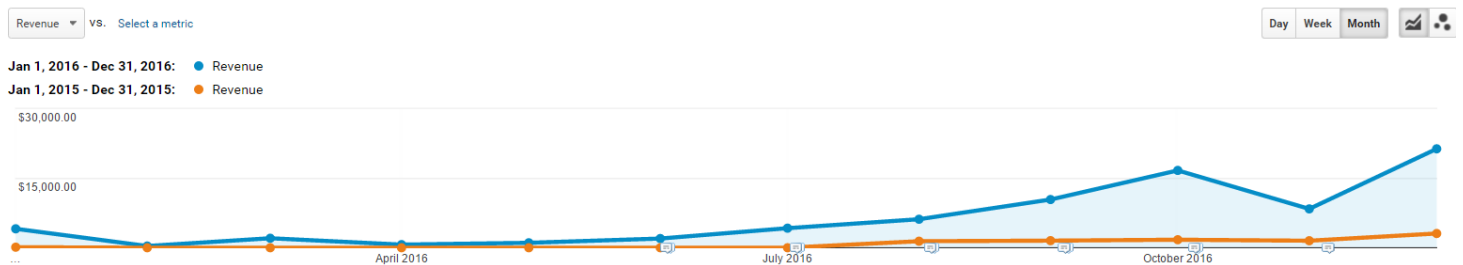


Figure b: 2016 vs. 2015 Paid Search Revenue

### Referral

- **153% increase in revenue stemmed from 2 main catalysts:**
  - Promoting sales to coupon sites which yielded more transactions, but had lower revenue per transaction.
  - Reaching out to influencers in targeted industries to promote client's products which yielded less transactions, but larger purchases per transaction.

### Email

- **4 large changes were made in 2016 which paid off with an uptick of 37% in sales via their email campaigns:**

- Captured contact info of all visitors who completed a form request online or completed a sale and rolled those over to their email service provider to further engage their database.
- Increased the frequency of emails from one every other month to 2-3 each month.
- We also implemented drip campaigns to encourage visitors to return to the site over time for additional purchases.
- Set up a “Sign Up & Save” page offering a one-time discount when subscribing and additional exclusive offers through future email campaigns.

## Social

- **Revenue generated through social media marketing increased 278%.**
  - Implemented phone call tracking in July revealing 253 leads from social channels which are not reflected in the Google Analytics data.
  - Although this campaign remains a little more conservative than we would like, we pushed sales promotions and other strategic social campaigns even further with a more aggressive budget with:
    - Thorough social campaigns (multiple platforms and posts) for on-going sales.
    - Targeted FB advertisements optimized to reduce cost-per-click and grow the audience.
    - Using the right tone in copy and graphics.

## Summary

Progressive web development coupled with a strong marketing strategy enabled this client to more than double their revenue! If you are ready to see your business achieve new heights, schedule a [free consultation](#).