

Fountainhead^{ME}

ECOMMERCE: CONSULTING + DEVELOPMENT

1100 Broadway, Santa Monica, CA 90401 (844) 691-1363

Case Study Client:

[Redacted] - A vendor of large industrial asphalt and concrete coring bits averaging \$5,000.

Client Synopsis:

Client enrolled with FME on approximately 8/1/2015. Client is a well known manufacturer and dealer of diamond-tipped asphalt and concrete coring bits. These bits attach to drill presses mounted to tractors and other heavy equipment. They are 1-6 feet in diameter and can weigh up to a ton.

Client's site was originally a lead-capture form (landing page).

Primary SOW:

Provide digital marketing services to client to obtain leads/inquiries of construction companies interested in purchasing large coring bits.

Platform used at engagement:

None

Primary Goals:

Reverse failure of existing marketing efforts.

Challenges:

- A very large, very high ticket item sold to a very limited audience.

Final Analysis of Failure:

FME struggled greatly in the initial part of the relationship to secure sales leads for the Client. An analysis of the search terms, the verbatim search queries used by users, revealed a perfect match. Naturally, FME concluded if this was the case there was an issue with the landing page. FME redesigned the landing page to no avail.

FME, with limited options left, hypothesized that it was possible that users preferred to buy the items directly, without purchasing or speaking to a sales representative from Client's company.

The sources used to determine the root cause of the issues were:

1. Google AdWords search terms reports.

Corrective action:

FME proposed converting the landing page to an ecommerce site where users could checkout immediately without a form. It was previously suspected that users would be hesitant to buy a \$5,000 coring bit requiring freight transport without speaking to someone.

Within 30 days FME relaunched a hybrid ecommerce/landing page site to test the theory.

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Results:

Immediately after launch the same marketing, used previously, was enabled. With almost no delay, the site brought in both direct sales and form fills. Proof of concept was now provided to both client and FME and so FME continued on the development and buildout of this hybrid site.

Users became more trusting seeing the products for sale and knowing the company could be contact. Users that were less trusting preferred to fill forms or call the Client but would eventually end up in a sale.

This project showed how critical both convenience and trust really are. Often times these two factors are more important than price. This was demonstrated by, in very simple terms, allowing the users to check-out from the hybrid landing page. Many preferred to check-out than to speak to Client's sales rep.

* Estimated figure

** Non-scientific quantity

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