

Background and problem

The Company ran a successful operation delivering product to retail chains across the UK, but wanted to create an internet division to offer their products direct. A web site had been designed and launched but was not delivering the business required.

Action taken

The Company was selling in a very competitive market and had to compete with Major Retailers such as Tesco & Marks & Spencer.

Changes were made to the web site, the first and most effective of which was to create a powerful USP that separated them from their competitors and connected with a specific lucrative sector of the market.

Additionally, positive changes were made to the text, a few additional price points which drove up the average sale price, an encouraging “call to action” on every page to ensure the leaving of contact details, an e-mail campaign, a special occasion reminder service which delivered regular business and an information page which again kept customers returning

Results

All of these actions contributed to a dramatic increase in business and a flourishing profitable web site.

**If you want to find out more about any of the areas covered in this case study
and how we can support your business – contact us today.**