

ELECTRONICS BUSINESS GROWS ONLINE SALES BY 35% WHILE DECREASING LEAD COST BY 28%

A LARGE ELECTRONICS BUSINESS WITH A NICHE IN SPECIALIZED ELECTRONICS EQUIPMENT NEEDED TO INCREASE THEIR ECOMMERCE BUSINESS TO COMPETE GLOBALLY.



SITUATION

An electronics business was running an e-commerce strategy to bring its products to more customers around the world. The issue was that there were many potential customers that weren't aware of the company's existence. The company wanted to be in a position to not only make them aware of their company and its 10,000+ products, but also to generate a direct sale through the process in a efficient and cost effective manner.

ISSUES

There were several issues to be addressed:

- Company did not have a digital marketing strategy
- The company's margins were of concern in meeting the overall profitability targets that were set for the initiative
- There was no in-house expertise to put together an ecommerce marketing solution
- There were no internal resources to manage daily all of the digital marketing campaigns that would need to be run.

SOLUTION

Smashbox provided a comprehensive digital marketing solution completely tailored to ecommerce that was fully managed for the company.

HOW

Smashbox implemented the following changes

- Smashbox helped the company configure their ecommerce site effectively and also set up full direct sale digital marketing campaigns
- Smashbox took over management of all digital marketing accounts and provided full reporting on a monthly basis
- Smashbox worked with the company to help them better understand what products sell the best, and then customize their campaigns to benefit.

BENEFITS

- Overall Lead Generation increased by 100% within the first 7 months
- Lead cost decreased by 28%
- Online sales grew by 35% within the first year
- Company did not have to hire an internal resource to manage the campaigns and saved money through the process
- Company learned much more about their product sales through data collected from the digital marketing campaigns.

LEAD GENERATION & MANAGEMENT BEFORE AND AFTER

BEFORE SMASHBOX

- Didn't have an ecommerce digital marketing strategy
- Didn't have expertise they could rely on
- Couldn't properly market globally
- Lead cost was high and volume was low
- Limited visibility of the marketplace
- No reporting
- Limited reach within the market

AFTER SMASHBOX

- Substantial amount of leads coming in and continuing to increase
- Cost of leads has diminished greatly
- Lead conversion is high
- Clear and consistent process implemented to convert leads into consultations
- Clear and consistent process implemented to convert consultations into sales.
- CRM and marketing automation put into place to track and report on all activates
- Higher Revenues

Book a Consultation and Learn How Smashbox Can Help Your Business