



CASE: BUCKE-DOWN

Buckle-Down, a Long Island manufacturer of innovative fashion and pet accessories, is growing so quickly that the management team has little to no time to focus on its website or online marketing efforts.

CHALLENGE:

The company needs to better showcase its product line-up and licensed brands online, with two primary online marketing goals:

1. Attract additional wholesale partners and wholesale distributors via online lead generation.
2. Highlight its edgy-yet-professional company DNA to attract and partner with additional top-tier licensors.

SCOPE OF WORK:

Create a simple but effective Online Measurement Plan focused on the company's core online marketing objectives to track progress. Develop a new, modernized website that represents a fun, hip product line yet is still simple to use — designed to engage retail buyers and drive business leads. The site needed to be 100% mobile and tablet friendly and fully optimized for organic Google search rankings.

In addition to web design and development, Concept 5's lead developer was charged with integrating the website lead form into the company's existing CRM platform to create a seamless sales pipeline.

RESPONSIBILITIES:

Concept 5 managed all online strategy and business website development (and continues to do so). A new back-end was selected and designs created. The site was designed in a flexible manner allowing easy addition or rotation of new or trending product lines. Online reporting was established.

In addition, Social Media properties were re-branded and expanded to support top-line organizational goals and Email Marketing was set up for customer retention and trade show follow-up's.

RESULTS:

Concept 5 got hold of the company's exciting creative and ran with it! A site that was professional yet irreverent was born.

The company's identity is now professional and standardized across all online channels.

Online leads have increased over 400%. So much so that a full-time employee has been retained to segment and follow-up with these leads.

Online leads now directly integrate into the company's CRM platform.

Organic search rankings significantly improved, with page one rankings for multiple core target terms.

Buckle-Down's principals are more confident in online, now that their efforts fully support their primary business objectives. And they know that any online need will be handled with speed and precision.



Concept 5 was named "Best Web Services" 2014 in the Long Island Press Awards.



Call 888-435-3076 or email hello@concept5.com to discover our winning online marketing strategy.