



CASE: EYEKING

EYEKING, one of the largest manufacturers of branded and private label glasses (Under Armour, Crocs, Hobie Polarized, etc.) recognized the need to expand their 60-year B-to-B wholesale business and to include an online direct to consumer sales channel.

The company had a rich sunglass and company history, well known licensed brands, and celebrity endorsements. They did not wish to dramatically increase headcount or online ad budgets. Concept 5 was retained to develop an online marketing plan and guide management and staff through the process.

CHALLENGE:

EyeKing did not have an e-commerce website, a social media marketing plan or a consumer blog. They also did not have the in-house expertise to on how to create or manage these channels.

SCOPE OF WORK:

Concept 5 was retained to develop an online direct to consumer marketing roadmap that tied into the overall company goals. Working with EYEKING, Concept 5 planned and launched the online channel which included blog development, social media marketing, website and blog search engine optimization (SEO), blog content marketing and syndication, email marketing, and search engine marketing (SEM).

RESPONSIBILITIES:

Online strategy, online marketing plans, content calendars, staff training and guidance, assistance with hiring/training, blog creation and marketing program execution when warranted. Keyword reports and SEO best practices for corporate and brand website.

RESULTS:

Development of a complex, members-only e-commerce portal with dynamic content and enterprise level integration in four months.

Targeted traffic doubled on company website due to SEO efforts.

Launched the company's first direct to consumer online channel; staff now understands and able to generate and manage online content generation.

Significantly enhanced Facebook offerings for select brands.



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.