



CASE: NEW YORKER BAGEL

One of the largest wholesale bakeries in the Northeast, New Yorker Bagels, relies solely on old-fashioned methods to attract new distributors and retail partners: newspaper advertising and word-of-mouth/client referrals. Though almost half of all bagels consumed in New York City are manufactured by New Yorker Bagels, the company has no online identity and limited brand recognition.

CHALLENGE:

Some company principals did not believe in online advertising for wholesale businesses like theirs. The company has no in-house marketing resource, no website, limited creative and, of course, no rankings in Google search results.

SCOPE OF WORK:

After developing a deep understanding of New Yorker Bagels' business — including their ideal wholesale customers and their strengths in the market, an initial website is developed to establish a bulkhead in the online world. Soon after a wholesale lead generation form is added to the homepage.

Next, utilizing the principles of content marketing, Concept 5 developed a company blog built around its thorough keyword research of this wholesale vertical. Armed with a seasoned copywriter adept at making blogs interesting to both human readers *and* Google robots, engaging copy is posted on the blog to boost search rankings.

Later, Social Media properties are added including corporate Facebook, Google+ and LinkedIn pages. In addition, a small, highly targeted paid search is launched to further bolster the brand's online presence.

RESPONSIBILITIES:

Online marketing strategy, website design and development, blog development, keyword research and search engine optimization (SEO), paid search advertising, social media programming and ongoing online copywriting.

RESULTS:

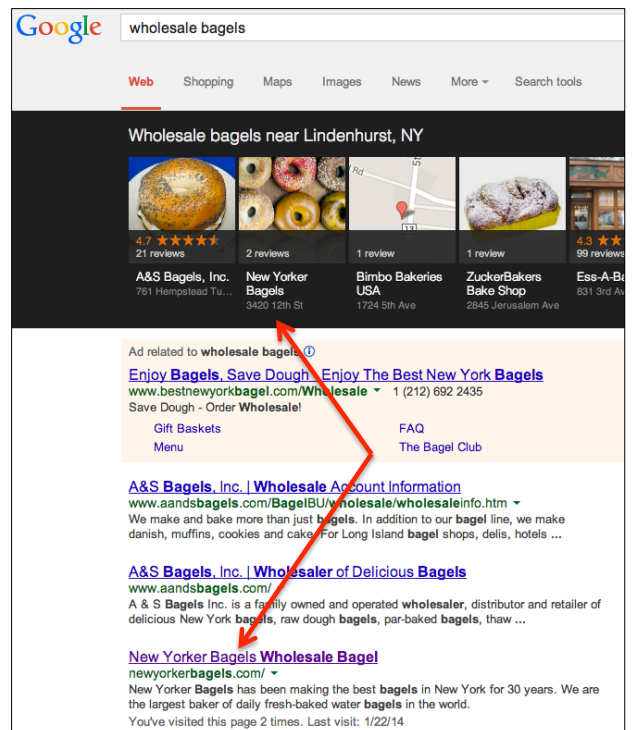
Wholesale leads began to trickle in. Concept 5 edited the company's SEO strategy and content marketing based on preliminary results. New Yorker now enjoys 5 - 8 high quality, high potential wholesale leads per week.

New business acquired via the website significantly exceeded traditional efforts such as print ads or sponsorships.

Highest value leads are serviced directly, while others are passed to appropriate distributor partners, growing the business and strengthening key relationships.

Achieved first page organic search rankings, including number 1 position for multiple core terms, on Google. This not only helped increase targeted traffic and leads, but further established the brand as the dominant player in the industry.

The company is now in planning to significantly expand its online presence and online marketing efforts.



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.

