



O'MARA SPRUNG FLOORS

Case Study



A Lockstep Approach To Digital Marketing

Position 1, get traffic. Position 2, convert traffic. Position 3, repeat.

It all
starts
with the
plan.



Thank You

for your interest in our work. The case study you are about to read is about a dance floor manufacturer that wanted to increase sales through online marketing channels.

They were convinced that online was the answer and they were convinced that they didn't have the time or the skillset to make it happen...they were right on both counts.

About us

3Sixty Interactive is a digital marketing agency that focuses on bringing real-world results to companies and organizations by developing a strategic plan that will focus on the results needed.

Meet The Team



Dale Keipert

Partner



Dean Keipert

Partner



Eric Hammis

Marketing Specialist

Our Credentials



What We Did

Regardless of whether you sell to consumers or to other businesses and regardless of the industry that you are in, marketing is a very important part of your business. Just like your process to make your product or the way that you service your customers, the things that you do to market yourself, getting future customers to know that you exist, is really more important than anything else that you do. Because, if nobody knows about you, you will end up with a warehouse full of the stuff that you make with nobody to buy that stuff.

The problem with marketing is that it takes a lot of time to do and it's getting a lot more complicated. In today's business environment, who has the time?

O'Mara Sprung Floors

We met with the owners of O'Mara Sprung Floors because they found themselves in this



exact position. They had the desire to continue their business' growth, they recognized that marketing activities (especially online marketing) were the only way that they were going to grow their business, but, they didn't have the people or the time to put toward these marketing efforts. All of their effort was going into manufacturing their dance floors and servicing their existing customers.

Background



O'Mara Sprung Floors had predominantly used traditional channels to make their primary audience aware of them. Occasionally in the past, they also tried using Google AdWords but never really saw anything

from that effort.

As the readership of the main trade magazine that they were advertising in continued dropping, they felt it was time to get serious about using online marketing channels to grow their



business. The challenge that they had was the companies that they had used in the past simply executed tactics like just running pay-per-click ads without developing a plan for O'Mara Sprung Floors' business.

This tactical-only effort combined with the fact that O'Mara is competing with companies that are much larger, have bigger budgets, and have a staff that can take care of their marketing, left O'Mara with no real results from the money that they had spent.

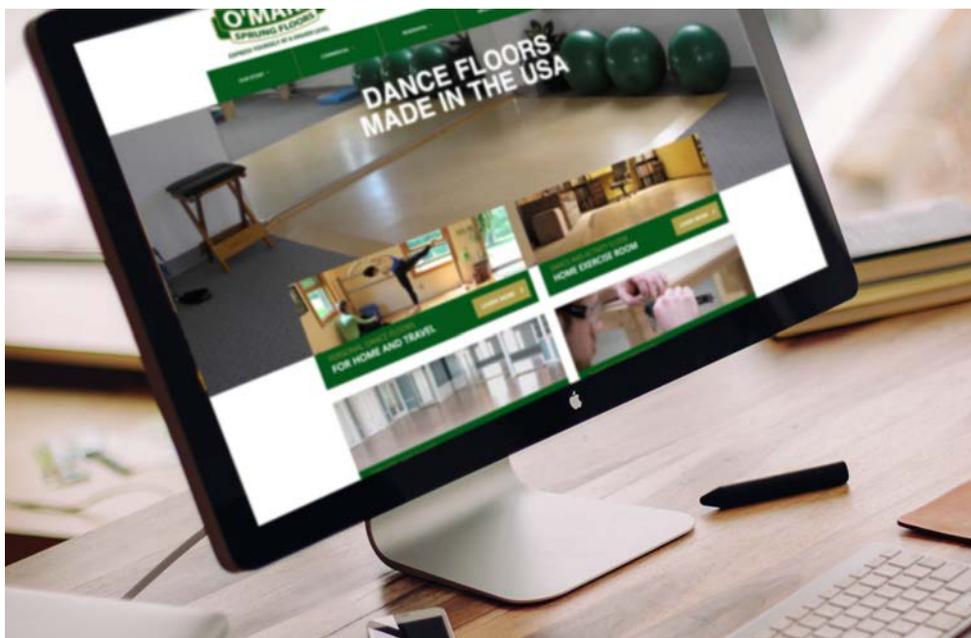
The Solution

The first step in our solution was to perform an analysis of the O'Mara Sprung Floors website and its visibility, on the internet, to determine exactly what was happening.

We had to find out:

- Is the site optimized for SEO?
- Is there any traffic coming to the site?
- Is the traffic made up of people that could become a customer?
- Is the site setup in a manner that makes it easy to become a customer?

- What search phrases do their customers use?
- How do phrases change with the decision making process?
- What phrases are competitors focusing on?
- What is the degree of difficulty for the key-phrases that will make a difference?
- Why are the different customers segments coming to the site?
- Much, Much, More



This analysis had to be performed before \$1.00 was spent on any more advertising. By answering these questions, we could begin to develop a marketing plan

that will deliver measurable results, with a positive ROI across a number of marketing channels.

Steps To Success

After completing the analysis of the structure and the visibility of the O'Mara Sprung Floors website, we developed the following course of action.

1) Key-phrase Research: Before anything else, we had to get a handle on what key-phrases were going to bring the best possible prospective customers to the O'Mara website. Remember, O'Mara didn't have a huge marketing budget, like their competitors, to run a bunch of trial campaigns to "see what would happen", so we had to develop a very strategic set of core key-phrases that we could get traction with, in a very short period of time.

2) Site Optimization: Once we had our list of key-phrases it was time to do some on-page optimization for organic search results. This is a very important component of any digital marketing effort, as the multiple online marketing channels become more integrated.

If a site isn't optimized it will even make pay-per-click campaigns more difficult to attain high visibility and it will certainly make the costs per click much higher than

they have to be.

3) Paid Search: Once the organic optimization effort was completed, it was time for us to turn our attention to the paid search ad (ppc) campaigns. There is a lot that goes into properly setting up an AdWords account and I don't want to mislead anyone into thinking this is all that has to be done, but these two items will have a big impact on the ROI of any campaign.

First, we setup the ad groups based on the different buy cycles of the various customer segments. Second, we optimized their ad campaigns for negative key-phrases. This eliminates traffic from people looking for something that is not offered by O'Mara Sprung Floors.

4) Conversion Rate Optimization (CRO): Up to this point everything that we had done was focused on driving traffic to the O'Mara website. CRO is focused, specifically, on getting that traffic, those people, to convert into customers. The definition of what a conversion is, would take way more time than this paper will allow, but let's just say that a conversion is getting a visitor to a website to take an action that will move them through the process of making a decision to buy what you're selling. The core effort for CRO focuses on the development of landing pages, web forms,

and some content marketing asset development.

The Results

The first result coming from our engagement with O'Mara Sprung Floors is that they can, now, continue to focus on manufacturing the best sprung dance floors available, taking care of their current customers, and they now have a marketing program that is tailored

specifically to their company and their customers plus they don't have to do anything to keep this marketing program



moving forward because we take care of everything.

The second result coming from this engagement is a happier visitor to the O'Mara website. They are happier because 1) it's easier to find the information that they are

looking for, 2) the information is of a higher value for the visitor because it's now more relevant to their interests.

Finally, O'Mara Sprung Floors is seeing a 12% increase in quality traffic that is converting at almost double the old rate and it's showing up in sales.

| | 2015 |
|---------------------|----------------------------------|
| Online Sales | 328.80% increase in sales |

3Sixty Interactive started working on O'Mara's digital marketing in September of 2015

These increases are a direct result of two elements of the marketing strategy that we developed for them.

- Non-branded, long-tail key-phrases were used so that O'Mara can now be where their competitors were not. As was mentioned earlier, O'Mara is competing with some very large brands with big marketing budgets. Long-tail key-phrases are 3-5 word phrases that are very specific to a particular audience segment or market niche. These key-phrases typically are not going to generate large volumes of traffic, however, they will generate traffic that is much closer to making a purchase decision.

- Key-phrase mapping, in its simplest form, is connecting the key-phrases with the most relevant content on a website. It's surprising how many companies are still sending all of their search traffic to the home page of their website. All this does is frustrate the site visitor and results in their leaving.

By mapping the key-phrase to the most relevant page of a website, visitor engagement increases dramatically, which causes conversions to increase as well.

The hardest part to all of this is that good digital marketing has to begin with a plan. There is no way it can be accomplished if marketing efforts are being done in an ad-hoc manor. Unfortunately, planning takes a considerable amount of time and effort and nobody has an over abundance of either. But, if you can cut out some time to do this planning, the payback will be worth it.



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