

CUSTOMER SUCCESS STORY



From showroom floor to Online Store Working together to build an online marketing strategy



Entanglements is a metal art company that services landscape architects, architects designers and the home renovator market. Their awesome metal screens, fire pits, sculptures, water features and more have created a real buzz at the Melbourne Flower show and on the Renavators TV program. Owners Helen and Ian Neyland had been growing but understood that they needed to plan more strategically to really reach their business goals and they had to embrace this new online marketing world.

CHALLENGE

1. Use online marketing tools including social media to reach a larger audience
2. Segment their marketing to communicate more effectively
3. Have planned approach to marketing rather than just an opportunistic approach

SOLUTION

1. We conducted some market research to determine the real value offering and what potential new products or services customers were looking for including how they wanted to be communicated with.
2. We built a new website based on a content management system that allowed for articles, blogs email and SEO to all be integrated in one easy to manage back end system.
3. We now have better lead capture forms to automate some of our requests and provide more customer information up-front.

RESULTS

1. The website is attracting more customers (from 3 to 6000 views in the first 6 months) and we are capturing more leads. We have increased their prospect list from 1 to 4000.
2. The online store is active has done over \$30K in business in the first 12 months.
3. The development of a Facebook Strategy has enabled us another to communicate with prospects and customers and our list is steadily growing from 38 to 308
4. We have also built a list of trades and architects via special promotions we have run and attracted TV sponsorships showcasing our stock including The Block and The Renovators. Our marketing program is growing each year as the Entanglements brand gains more recognition for custom design metal work with a difference.

DELIVERABLES

New website, Facebook Page, PR schedule, email promotions and gift cards

