

Local Sporting Goods Leader Faces National Competition

Green Top Sporting Goods: An Internet Marketing Case Study

www.greentophuntfish.com

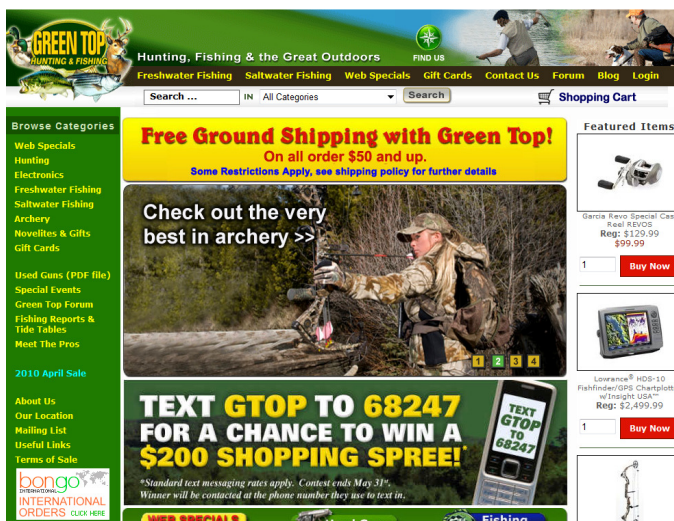
Green Top's Unique Situation...

This sporting goods retailer has been well-recognized and respected in Central Virginia for over 60 years. However, within a 5 mile radius two major national retailers in their industry were building stores. Since Green Top is located near the northern border of the Richmond Metro area, half of the population could not easily visit their store. Consequently, people driving to see them, saw their competitors first.

It was a concern that in order for Green Top to compete they needed to upgrade their internet sales and marketing activities. Their current site was dated, got very little traffic and the information provided was largely static. With competition arriving in the area, they realized they needed to better reach out to customers by selling online. They asked for our services to strengthen their competitive position.

Challenges in Creating their Marketing Plan...

- How can we make it more convenient for people to shop at Green Top, rather than at big box stores?
- What can we do to make sure Green Top remains competitive?
- How can we utilize the internet to strengthen their brand, and broaden shopping convenience?



Overcoming Challenges with Solutions...

First, we created an e-commerce site capable of selling their products online. Search engine marketing, both pay-per-click and search engine optimization, were utilized to achieve significant traffic increases. To learn about site and store behavior, Google Analytics data was customized and focus groups were conducted. By using web analytics, we evaluated the online purchasing process and identified ways to improve online conversions.

Next up was reinforcing Green Top's brand. Since they are in a business that is a passionate hobby for some people, we wanted to create ways to build a community around Green Top. By creating blog and forum pages, outdoor enthusiasts can communicate with one another, and to the product specialists at Green Top.



Driving Your Business Success Online

PO Box 998, Midlothian, VA 23113 - 804-200-4545 (o), 804-379-1436 (fax)

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Results, Feedback and Client Satisfaction...

Online sales for Green Top have become a significant contributor to their overall sales performance, much of which comes from out of state—something that could have seldom happened without online sales opportunities. Website traffic from search engines has increased nearly 1200%. Re-designed product pages have resulted in doubling conversion rates through the online sales funnel.

"We have been working with WSI now for several years and would like to communicate how well our relationship has been. It is hard to find organizations in today's economic environment that clearly look out for the client's interest even if it means waiting for additional business and their financial gain associated with that. They continue to demonstrate that meeting our expectations logistically remains a simple focus, and will manipulate their schedules accordingly to meet our needs. Always adjusting to our timelines when we put undo pressure on them never seems to be an issue and is greatly appreciated by Green Top. WSI has a fine handle on the marketplace as it is today and an outstanding ability to stay in touch with future trends, products, etc. Lastly every one of their associates with whom we've had interactions demonstrates the company culture of over executing at every level and task. We highly recommend Neal's WSI team as a partner you will appreciate having."

Bob Strepka, Director of Marketing at Green Top



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