

New Business Focused on Driving Sales 100% Online

Pack and Ride: An Internet Marketing Case Study

www.packandride.com

Pack and Ride's Unique Situation...

The founders of Pack and Ride brought more than 30 years of experience to this start-up moving company. They had a dream of creating a company that provided affordable moving services, and using the internet to generate sales. Pack and Ride offers self-service, self-pack, affordable moving solutions to customers nationwide. When we started working with this start-up business, there were no customers and no sales, but the company had an inspiring vision. The internet was their sole source of prospects and sales. They contacted us to create and implement an online revenue generation plan.

Challenges in Creating their Marketing Plan...

- How do we achieve significant and immediate brand visibility online?
- How can we help create prospects and sales for this start-up venture?
- How can we generate a consistently growing sales base in a fairly competitive marketplace?



Overcoming Challenges with Solutions...

A website was built that focused on achieving online sales. It included the ability to get a quote, determine how much storage space you need and the enabled customers to purchase a move online.

The main conversion point on their website is obtaining an online quote. Once the customer gets a quote, they are registered in Pack and Ride's client relationship management (CRM) system. This enables Pack and Ride's inside sales team to follow

up with customers and personally work with them to satisfy their moving needs.

To drive significant qualified visitors to their website, a comprehensive search engine marketing campaign was launched. Pack and Ride quickly began generating high traffic, got instant exposure, all of which ultimately led to increased sales. In addition, website usability studies were conducted and changes made to further increase online conversions.



Driving Your Business Success Online

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Results, Feedback and Client Satisfaction...

As a result of website development work, search engine marketing and usability studies, Pack and Ride has:

- Created a successful, profitable, growing company, achieving significant annual sales.
- They rank in the top 3 of their industry for online performance.
- They have significant search engine visibility including several 1st page rankings for nationally targeted key phrases.
- Have received significant ROI for their marketing investments.

"We were a startup company looking for a very extensive website. After diligently shopping the market, we decided on WSI. We did not mind spending extra money because we knew we were forming a partnership. Our decision to go with WSI was one of the best decisions we have made. We received a professional and intricate website along with invaluable guidance and referrals. The WSI people have handled our account timely and professionally throughout the process. We will continue to give WSI additional business and look forward to continuing our mutually beneficial partnership."

Jeff Farleigh, Vice President of Pack and Ride



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