



# CASE STUDY: WEBSITE & DIGITAL MARKETING

Cretex Specialty Products [www.cretexseals.com](http://www.cretexseals.com)

## THE CHALLENGE:

Cretex Specialty Products, located in Waukesha, Wisconsin, has been providing quality manhole solutions since 1983. Cretex's goals for annual company growth and net revenues were set at realistic yet ambitious levels for the short and medium terms.

The company's existing website and outbound marketing programs were becoming less effective, and traffic to the website was stagnant. In addition, a stronger focus needed to be placed on their flag ship PRO-RING product along without effecting sales of other products. An additional website challenge was to ensure easy access to drawings, installation instructions and important product information for existing customers. This information needed to be presented effectively on desktop and mobile devices.

### GOALS:

1. Increase sales, gain new customers and help achieve desired revenues.
2. Increase website traffic and provide a stronger, more influential presence on the web and digital marketing channels.
3. Develop website that can take advantage of all marketing channels, resulting in a greater overall marketing value and return on investment.
4. Ensure easy access to product documents.



BEFORE

## THE SOLUTION:

To help meet revenue marks, improve traffic, and inform and educate site visitors, Guild Creative Inc. suggested an integrated marketing strategy that would provide a consistent, cross-functional, multidimensional message and brand experience for Cretex customers. This also would incorporate a progressive, data-based, digital marketing strategy with individualized mini-marketing campaigns each month.

In addition, the Guild Creative team suggested redesigning the existing Cretex website, creating a clean, easy-to-use modern site that would serve as the hub of the new integrated marketing strategy. The redesigned site also would ensure easy product access, document access, consistent brand recognition, and best practice user engagement.

### OBJECTIVES:

1. Brand refresh
2. Website redesign, including an effective AU, UX and better GUI\*
3. Clearly define product offerings, benefits and user information
5. Develop and implement an integrated marketing strategy

\*Develop a more effective information architecture (IA) and graphical user interface (GUI). user experience (UX) to help users find and obtain the product information they need—with a strong call to action and benefit message. Design a responsive website that works on all current devices and platforms.



AFTER

# THE RESULTS:

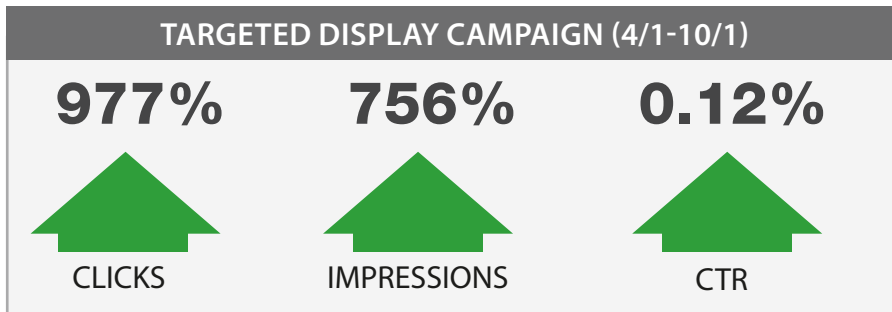
Guild Creative engineered a robust and easy-to-access portal product page that provides users with a one-stop location for product information, documents and videos. Dealer and user comments have been very positive, and the solution continues to stand on its own in the industry.

Guild Creative also created an email automation and targeted display campaign as part of the integrated marketing strategy. We tracked each tactic to see which channels were driving the best results. Then, we used the data insights to strategically think about future investments. We were able to identify what content and channels were performing the best, especially from a macro level. By assessing which content is having the most impact across all channels, and which may be performing the highest on a specific channel, we could ascertain what Cretex's niche audience really wants to see.

## Target Display Campaign:

Data collected from the Targeted Display campaign shows extremely positive results: From Apr. 1 to Oct. 31, Guild Creative consistently increased the targeted display engagement by 11.2% per month.

Further data analysis revealed that our targeted display campaign resulted in 20,814 page sessions and 2,121 completed actions from Apr. 1 to Oct. 31. Direct Mail results summary:



## Website Traffic:

Google Analytics collected website traffic data from Apr. 1 to Oct. 31. We were able to confirm that website sessions increased by 604% and page views increased by 568%.

Website traffic breakdown by display traffic— New Users by tactic:

Site Retargeting- 484 new users / Geographical targeting-208 new users

Run of Network (again, the highest performing)-817 new users

Keyword-247 new users /KW-(keyword variation)-127 new users

**TOTAL:** 16,629 new users confirmed

## E-newsletter:

From Apr. 1 to Oct. 31, the newsletter maintained a steady 33% open rate and 8% click-through rate. Cretex's open rate was consistently 8.21% above the industry average of 24.79%. And, at 8%, the click-through rate was almost double the national average of 4.19%.

Total engagement:

- 7,456 total newsletter opens
- 946 total clicks



Total sales and marketing efforts for 10 month period.

*"My boss called and asked me why our website traffic had increased so much. I told him that I asked the team at Guild Creative to implement their digital marketing recommendations."*

Lee H.  
General Manager



**WEBSITE SESSIONS**  
(4/1-10/31)



**WEBSITE PAGE VIEWS**

