

FLO TREND

Studio Brand overhauled the client's brand, marketing campaigns, and website to increase sales and site traffic sessions.

INTENDED GOAL

Flo Trend, a wastewater treatment services company, needed a new marketing presence that would reflect the company's industry leadership role as well as introduce its new suite of services, which are purchased by a very niche market. A campaign was needed to market highly specialized products and services to multiple parties with varying levels of expertise and knowledge of water treatment. SB was tasked with helping businesses better understand Flo Trend's selling points, find the services they were looking for, and locate information on specific products.

THE PRIMARY GOAL

Increase sales leads, measured by contact-form submissions, and a CallRail phone number on the website.

THE THREE SECONDARY GOALS

- Elevate wastewater services to a stature equal in importance to wastewater products on the site.
- Explain the concept of dewatering and how Flo Trend's equipment functions to site visitors, many of whom arrive on the website uncertain as to exactly what they are looking for.
- Make products easier to find and explore, as well as explain the accompanying services.

TIME FRAME

Studio Brand had three months to complete the website and launch it. The data discussed in this submission covers a 10-month period between January-October 2017 and is compared to the previous 10 months(-March-December 2016).

MARKETING MESSAGE

Throughout the campaign, the primary message to businesses and municipalities was that Flo Trend is the go-to source for all dewatering needs and that, with Flo Trend, wastewater solutions are made simple. The company's products are unique and custom-built, so they can tackle wastewater jobs for small-to-medium municipalities and businesses with and provide

solutions for a range of issues. Secondary messaging specifically expressed why Flo Trend is a superior option over competitors: Return on investment is achieved within two years of use, the solutions are mobile and affordable to small municipalities and plants, and the units reduce waste transportation costs.

MEASURABLE RESULTS

In order to measure the success of the website redesign, SB and the client set three primary measurables:

- Increase sales from the website by 10%
- Increase new users from organic SEO by 8%
- Increase overall traffic by 15%

TARGET MARKET

There are two target markets for Flo Trend and the wastewater industry: wastewater/plant technicians and engineers, and small municipality administrators. Engineers and technicians know what kind of solution they are looking for, but administrators need additional guidance in determining the right solution for their city. In order to engage both groups, we used the following messaging.

For engineers, SB included content with specifications of the equipment and provided detailed information on the services that might go along with those products. This allowed us to increase Flo Trend's organic reach with additional keywords and convince engineers to make the call or submit a request for a consultation. They want to know how Flo Trend's solutions will make their jobs easier.

For administrators, content needed to be simple and concise. They don't want or need to know the specifics of how waste is processed and managed. What they want to know is how Flo Trend's solutions will perform at the lowest price. Rather than focusing on specs, information was included on the average ROI time period for each product and how it reduced costs. For example, Flo Trend's units reduce waste transportation costs, which is a costly problem for many small municipalities.

TARGETING STRATEGY

In order to deliver our messaging to the target audience, we utilized the following:

- PPC advertising: text and display ads and retargeting
- Search engine optimization throughout the website to increase organic search referrals
- Drip email marketing with contacts collected at trade shows and a website pop-up

FLO TREND CONTINUED

KPI USED

KPIs measured throughout the campaigns included:

- Contact-form submissions and CallRail data
- Session length
- Pages viewed per session
- Organic search referrals
- Total revenue

CREATIVE WORK AND GOAL

Each aspect of our Flo Trend campaign was designed with both target audiences in mind by creating clear CTAs and simple navigation. A sleeker, more modern, and more responsive website design for desktop and mobile users was critical to accomplishing Flo Trend's objectives.

The new homepage was split between dewatering solutions and water treatment services. New design elements, including photos, icons, infographics, and renderings were created to simplify the applications relevant to Flo Trend's offerings to be easily understandable. The agency's accompanying inbound strategy included blogs, videos, newsletters, social media marketing, PPC, and SEO. Leads were either directly dropped into the sales funnel or were nurtured over time by way of a drip email campaign.

A simple but strong color palette created a cohesive look for a company with products and services that do not result in eye-catching imagery. To create more powerful imagery of Flo Trend's units, photos were often in black and white with a red highlight or overlay.

STYLE, UNIQUE ELEMENTS, AND COMPETITORS

Flo Trend's competitors have dull, uninteresting color palettes and websites that are difficult to navigate. SBC brought Flo Trend into a new era of design and, in turn, differentiating the company from its competitors. Rather than creating pages with heavy text, the design focused on headers and CTAs in order to make information easily accessible, no matter your level of education on wastewater or dewatering.

The following data is as compared to the preceding 10-month period the year prior.

SITE TRAFFIC SESSIONS

- 2017: 19,585
- 2016: 15,437
- Percentage increase: 26.87%

NEW USERS VIA ORGANIC SEARCH

- 2017: 12,747
- 2016: 11,320
- Percentage increase: 12.61%

INCREASE IN REVENUE FROM WEBSITE CALLRAIL OR CONTACT FORM SUBMISSIONS

- 2017: \$2,548,926.67
- 2016: \$1,326,167.93
- Percentage increase: 52%



52% REVENUE INCREASE
\$2,548,926.67

(Generated from website CallRail or contact form submissions)

26.87%



SITE TRAFFIC SESSIONS INCREASE

12.61%



INCREASE NEW USERS VIA ORGANIC SEARCH

