



**Small Window Treatment Manufacturer Increases Sales through Search Marketing**  
*A traditional small business in Wisconsin finds a goldmine through a brand new website and Search Engine Marketing.*

(Chicago, IL)--When client, Aeroshade Inc., first approached strategic interactive advisory firm, Marcel Media, for online marketing help their website consisted of a scanned pamphlet. Aeroshade had been receiving the same concern from potential and current customers—they wanted more information on the company's products and the scanned images were not giving them the information they were looking for. Website visitors wanted quality images that reflected the products and specific information regarding those products.

Providing window treatments for businesses, college dormitories, hospitals, and other institutions, Aeroshade Inc., knew that the internet was a valuable tool to reach these potential customers. Marcel Media created a Vision Document that outlined Aeroshade's marketing goals and objectives. The Vision Document helped to solidify the company's marketing strategy that Marcel Media had drafted in order to help increase sales via the internet.

The first step in the new marketing strategy was to overhaul the company's mediocre website that was compromised of scanned pamphlet pages. The web pages lacked product information and were not searchable by web crawlers, making the website virtually invisible to search engines. The new robust website created a more valuable user experience and provided more information about Aeroshade's product line. Images of the products and other pertinent information specific to those products were available to both current and potential customers. Being able to provide important product information was an essential step in the marketing program implemented by Marcel Media.

During a time where many companies wanted to automate their business transactions through an eCommerce platform, Aeroshade knew that they could not perform their sales process using this method because of the specific nature of the orders. Potential customers were prompted to fill out a contact form that was forwarded to a sales representative, who would call the prospective customer in order to complete the sale. One important aspect of this marketing strategy, however, was the call to actions placed throughout the site. Calls-to-action are traditional key triggers that prompt individuals to complete specific tasks as indicated. In Aeroshade's case, "Order Today!" increased the company's website lead generation, resulting in 15% of the companies leads coming from its website.

After successfully launching Aeroshade's new website, Marcel Media implemented a Sponsored Links Campaign, to drive quality traffic to the redesigned website. Sponsored Links provide a quick turn-around and to help gain instant visibility for the company's website through effective ad text and keyword matches. With the growing competitive landscape of Sponsored Links, Marcel Media knew that the only way to stay on top of the game was to continually perform market research in order to identify industry trends and competitors in Aeroshade's online marketing space. Current research also allowed Marcel Media to provide creative refresh to ad text as necessary to keep the campaign effective.

One thing that many companies forget when implementing a Sponsored Links campaign is that it requires time and dedication. Part of the Sponsored Links marketing strategy involves daily maintenance of campaigns. Many companies tend to set up campaigns and fail to update or refresh them, ending in a costly campaign. With Marcel Media's constant monitoring of the Sponsored Links campaign, Aeroshade was able to effectively spend its marketing dollars while gaining optimal results.

Although, Sponsored Links helped to increase lead generation for Aeroshade, the company wanted to step its marketing efforts up a notch. Marcel Media had recommended implementing



a Search Engine Optimization (SEO) program to complement the company's existing Sponsored Links campaign. SEO helps websites gain link popularity (also known as PageRank). Search engines have developed intricate algorithms that are used to find web pages. SEO is a strategy used to optimize websites in order to become search engine friendly resulting in higher PageRank and visibility on search results pages. Studies have shown that internet users generally do not search past the first 30 results. Increasing PageRank helps to draw qualified traffic to the website. After all 80% of users start online activities with a search.

As a result of Aeroshade's new website and online marketing campaign, the company has enjoyed increased qualified traffic, lead generation, and an increase in sales through their website. The company has had a 600% Return on Investment since implementing the online marketing strategy and has seen 15% of its revenue come from the internet. The internet has provided a marketing channel that has helped the company reach their specific target audience that it would mostly likely not have met through costly traditional marketing methods.

#### **About Marcel Media**

Marcel Media, a strategic interactive advisory firm that specializes in search engine marketing, web development and custom web integration, social media marketing, and online marketing. Since 2003, Marcel Media has worked with clients such as Hub International and Rush University Medical Center to achieve their online marketing goals. Marcel Media produced the 2005 *Chicago Search Report*, a groundbreaking analysis of business owner search engine usage. Learn more: [www.marcelmedia.com](http://www.marcelmedia.com) or call 312.255.8044.