



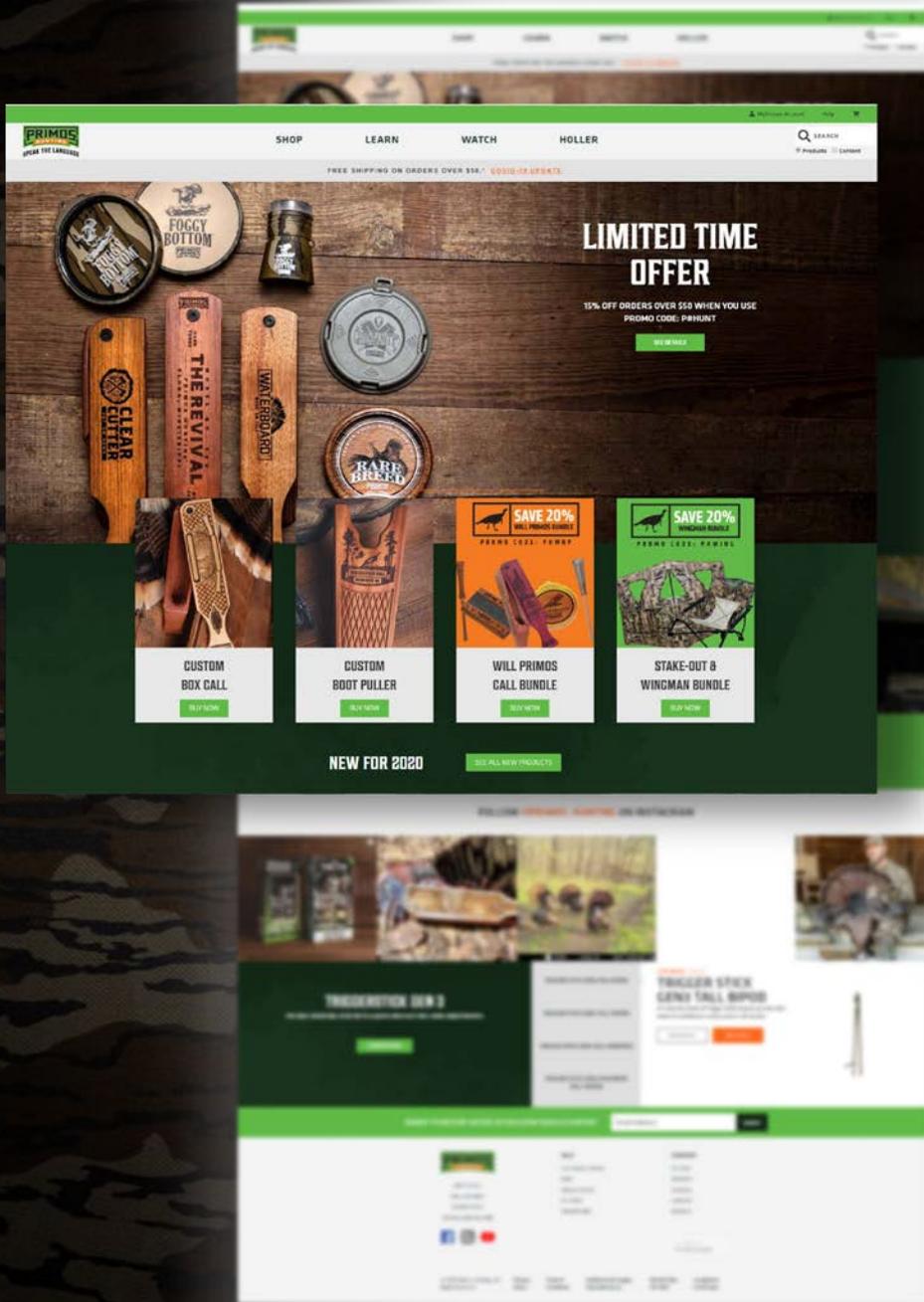
GARNER AGENCY

E-COMMERCE & CMS

We faced many different e-commerce platforms while working with Primos. Each platform presents different issues and challenges often times left from previous developers or the system architecture in general. We were able to successfully integrate and maximize Primos' potential within each of the following platforms.

We also have our own custom content management system(CMS), that can accommodate e-commerce needs as well. This CMS can be tailored to the client's specific needs.





A brief summary of projects and campaigns we've managed for Primos:

- Development of Custom Mill Shop
- Google Ads
- Social Ads
- SEO
- Conversion Optimization
- Email Marketing



CHALLENGE



- Primos Hunting faced the challenge of transitioning solely from a B2B business model to incorporating B2C through ecommerce.
- Although they had a recognizable name, they faced a daunting task of completely switching their website and campaigns to ecommerce while at the same time not alienating their retail partners.
- They began ecommerce alone using a marketing team, but found themselves unable to get online sales to the scale they wanted
 - For the first 2 quarters of 2019, they saw high costs with very little revenue in return

SOLUTION



- We created a large scale site optimization plan that included everything from disavowing toxic backlinks to mobile optimization
- In order to gain SEO value, we added structured content and created more areas to fluidly incorporate keywords
- We architected, built, and implemented custom developed platforms to constantly create new products and content.
- We committed to a much more aggressive budget and optimized their ad account. Within 2 months we made 5,180 changes to the ad account
 - 52 Ad Account Changes
 - 466 Ad Changes
 - 549 Bid Changes
 - 22 Conversion Changes
- We improved the quality of their ads, applied correct keyword targeting and click segmentation
- We focused heavily with on-page conversion techniques and created automated feeds for the new google shopping network

GOOGLE ADS

(Results)



After performing an audit of Primos' Google Ads campaign, we continued to adjust their strategy turning around a monthly loss on ads to a substantial gain.

BEFORE

AVG. SITE
VISITS:
59K

AVG. ROAS
.02:1

AVG REVENUE
<\$500

AFTER

SITE VISIT
INCREASED
103%

ROAS
5:1

89,200%
INCREASE IN
REVENUE

SOCIAL ADS

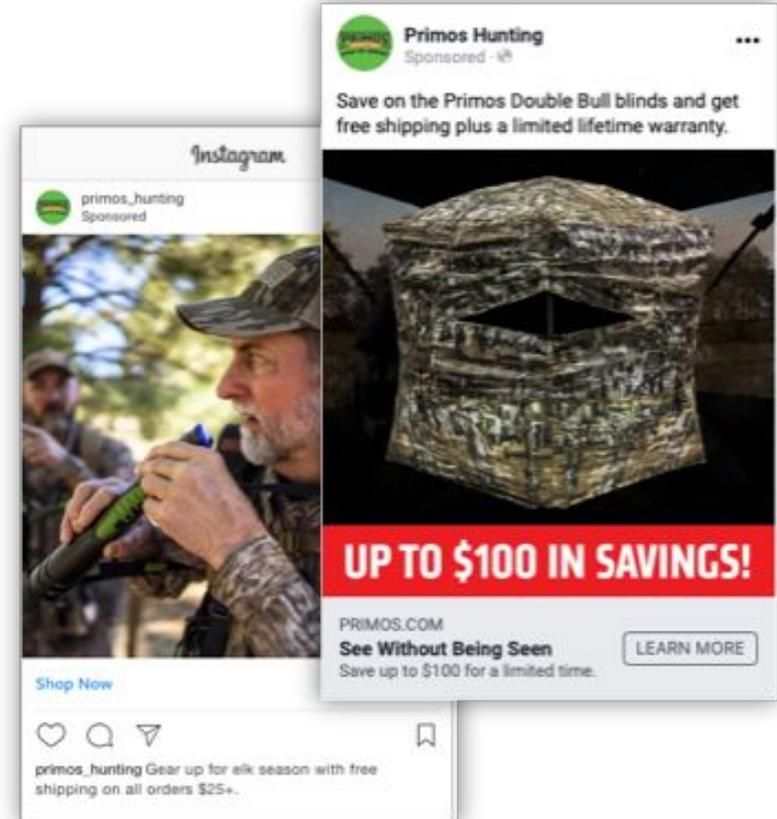
(Results)

The implementation of a sound Social Strategy produced positive results almost immediately. With advanced targeting metrics in place, we could place content in front of consumers that were ready to purchase.

Social Advertising is a cost effective form of advertising that also provides detailed analytics of how well your ads perform based off of your campaign objectives.

**OVER 14.02
ROAS**

(Return on Ad Spend)



EMAIL MARKETING



- **2.36% Click Through Rate**
- **0.55% Unsubscribe Rate**
- **Detailed Reporting**
- **Strategic Promotions**
- **Grew audience 2400%**

Being that Primos Hunting is a well established brand, gathering emails was not an issue. We sent custom emails weekly to 2,000 users. In the span of a year we grew the email audience to over 50,000 users, while these emails performed well we spent the majority of our effort studying different promotional offers and found that for Primos' audience a 15-20% offer increased Open Rates & Click Through Rates 5-7%.

Realizing the value and high conversion rate, we implemented several email acquisition campaigns to grow the email list.



SEARCH ENGINE OPTIMIZATION



Search Engine Optimization is a long term ongoing strategy to increase traffic and revenue from search engines. The algorithm behind Google and Bing look at many different things on a page to index it.

- Page Optimization
- Content Relevance
- Keyword Optimization
- Site Health

These strategies must be completed overtime and constantly adapted with the algorithm updates. For google or Bing to give a high score they have to crawl it multiple times seeing that users spend time on it and more and more users visit the page.

**Over 1,694
Increased Google
Positions**

**204% Increase in
Organic Revenue**

**100% Increase in
Organic Traffic**

**Over 1,373
Increased Bing
Positions**

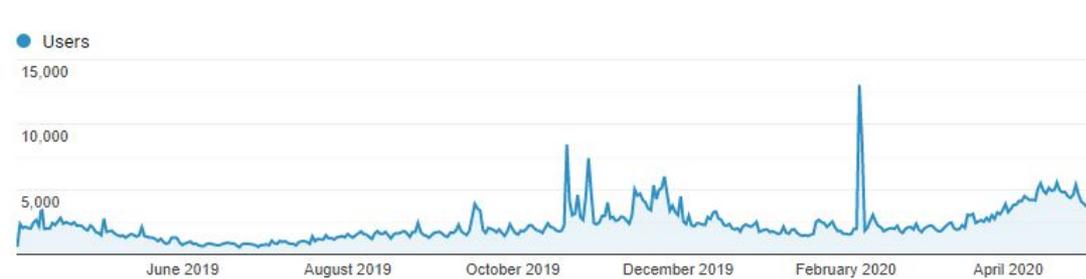
SITE TRAFFIC



We began implementing SEO strategies in January 2019. The following graphs depict the results of sound SEO strategy as well as the increase in traffic & revenue it provides.

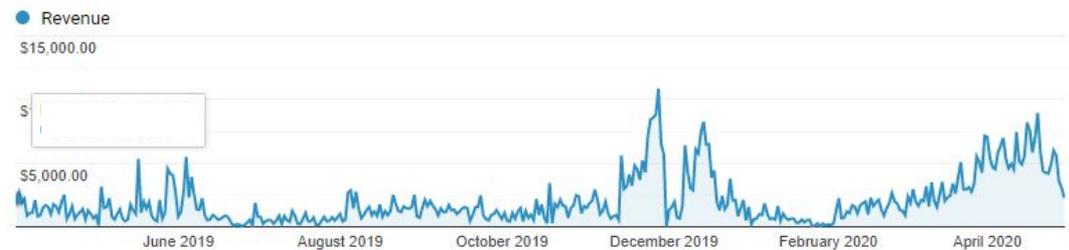
Organic Traffic

The number of visitors from Organic traffic (SEO) **doubled** in 2020 compare to 2019.



Organic Traffic Revenue

The revenue from organic traffic (SEO) in 2020 was **204%** higher than in 2019.



OFF PAGE OPTIMIZATION

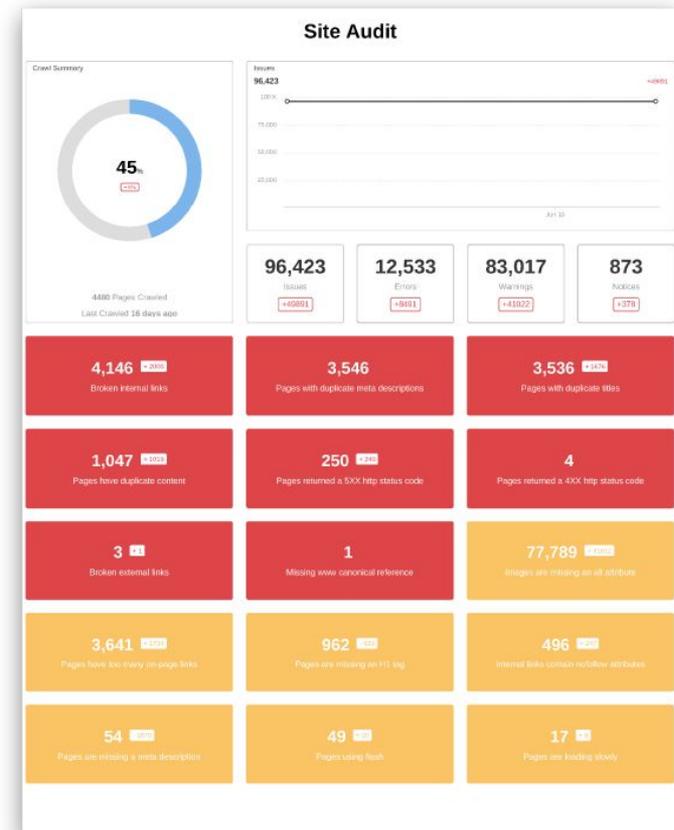


When we began site optimization in 2019 there were 95,000 site errors. Site errors play a large role in site & keyword ranking. Google & Bing account for how solid of a foundation a site is built on.

Fixing Site Errors

We took a systematic approach to resolving site errors, many of these errors were generated by the CMS which we inherited from a previous developer. The CMS was a complex combination of multiple platforms (Kentico/Ucommerce). On day one, there were over 95,000 errors, such as duplicated URLs, missing H1's, etc. Resolving these issues took a large amount of programmatic work to make the CMS function properly. Other issues that were resolved were:

- 500 errors
- Missing H1s
- 404 errors
- Broken Links & Images

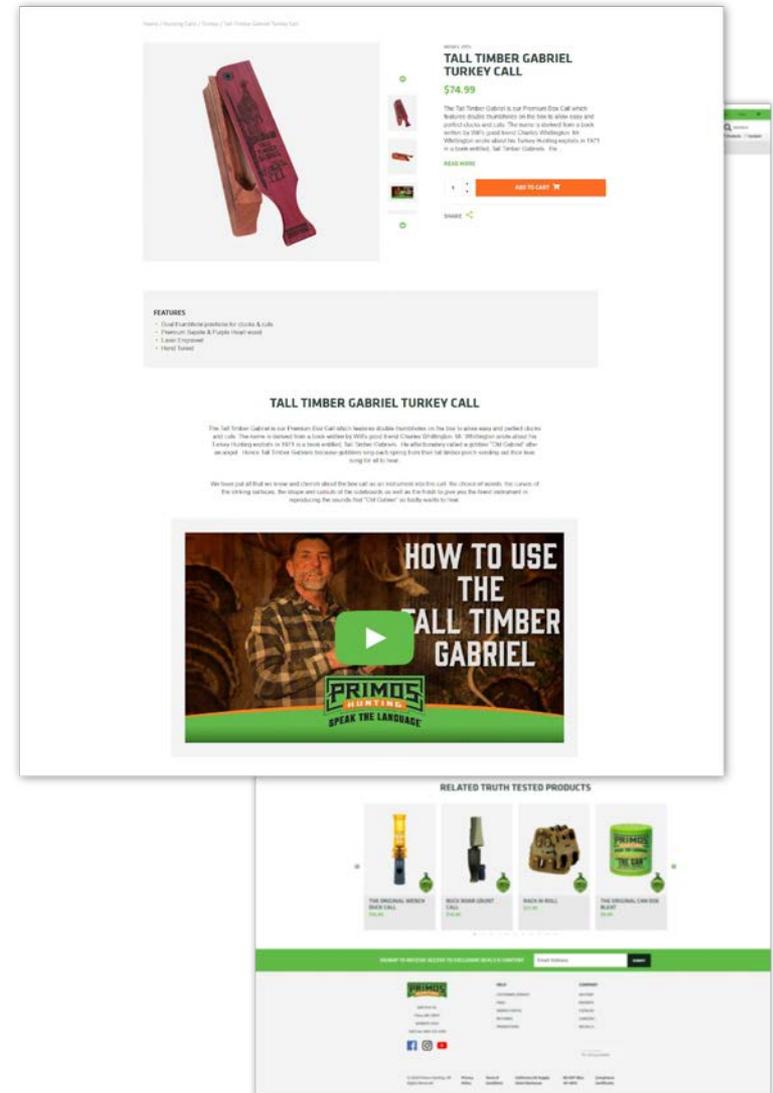


PRODUCT PAGE OPTIMIZATION

Optimizing pages for Primos involved many different strategies, much of which implemented structured content and keyword optimization. We optimized product pages first with rich snippet schema and proper SEO structure.

- Optimized product titles to match Keywords
- Mobile optimized products for better UX & conversions
- Added additional content around products
 - Instructional Videos
 - Text Content
- Added “upsell” products

**698% INCREASE IN
CONVERSION RATE**



CONTENT PAGE OPTIMIZATION

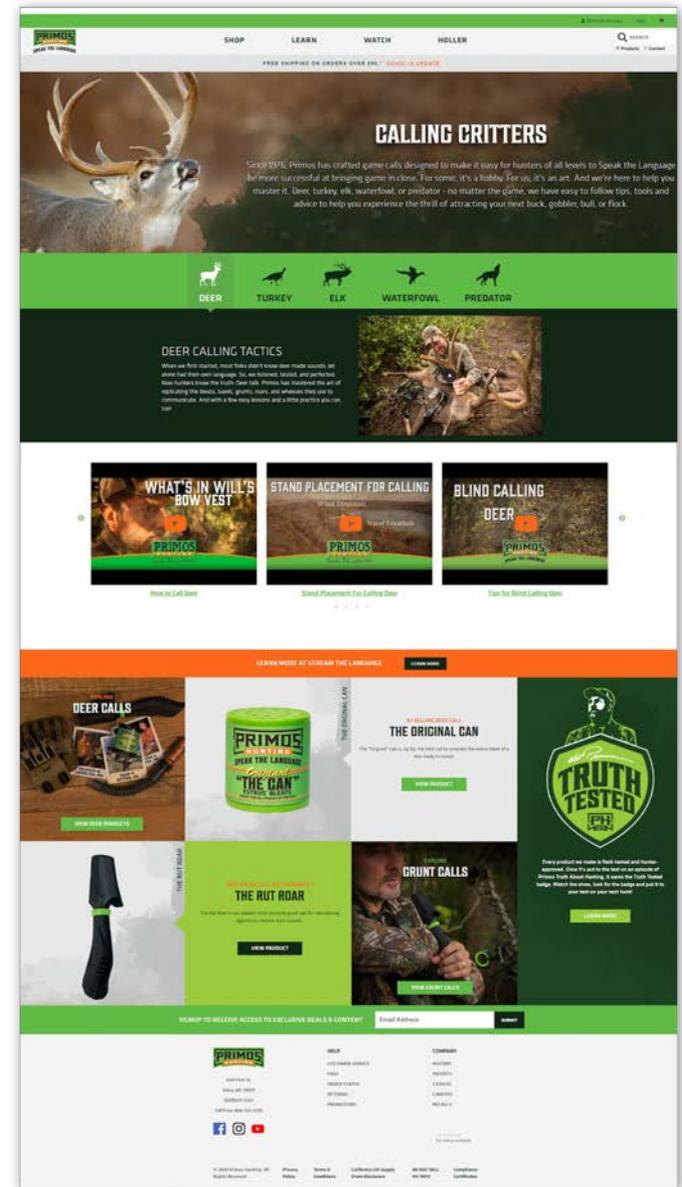
Being visually appealing to the user is half of the battle, but page layout and valuable content is far more important to search engines.

Optimizing content pages for Primos involved creating landing pages that clearly and cleanly laid out content for the user to consume. A large concept we strive for when creating content pages is “Does this page answer the question that the user is asking?”

We took this approach when creating instructional pages, we used YouTube videos to generate text content and articles based around a specific topic. As a result of this, we offered the user a lot of content to consume which in turn creates more time on page.

Google indexes the amount of content, but also tracks the “Time On Page” and uses that as a gauge to see how valuable that content is.

Many of these efforts along with adding **more** content accounts for many of the **1,694** positions gained on Google and over **1,300** on Bing.



CUSTOM DEVELOPMENT

Out-of-the-box solutions are not always properly suited for businesses. In Primos' case, there wasn't a good solution available for producing multiple custom calls & accessories for their customers.

Primos had a system that allowed one product to be customized and ordered, but it was a monumental effort to add another product. When we took the system over our first goal was to make it scalable, efficient, and user friendly. This required a total rebuild -- from scratch.

We built a new platform that now has 9 products available for the customer to customize their product, and that order be sent directly to a CNC Mill shop where the user's input is engraved into the product of choice.

