



BLUE OCEAN

INTERACTIVE MARKETING

SYNTHETIC GRASS MAINTENANCE EQUIPMENT ECOMMERCE WEBSITE CASE STUDY

A Digital Transformation for Market Leadership & Significant ROI



CHALLENGES AT A GLANCE



LOW MARKET AWARENESS OF
NICHE PRODUCT IN CANADA



NEED TO SIGNIFICANTLY INCREASE
SALES & SALES TARGETS



COMPETITION EMERGING IN THE
MARKET



SEASONAL PRODUCT, REQUIRING
TARGETED MARKETING EFFORTS



LIMITED DIGITAL PRESENCE AND
ONLINE SALES CHANNELS

OBJECTIVES

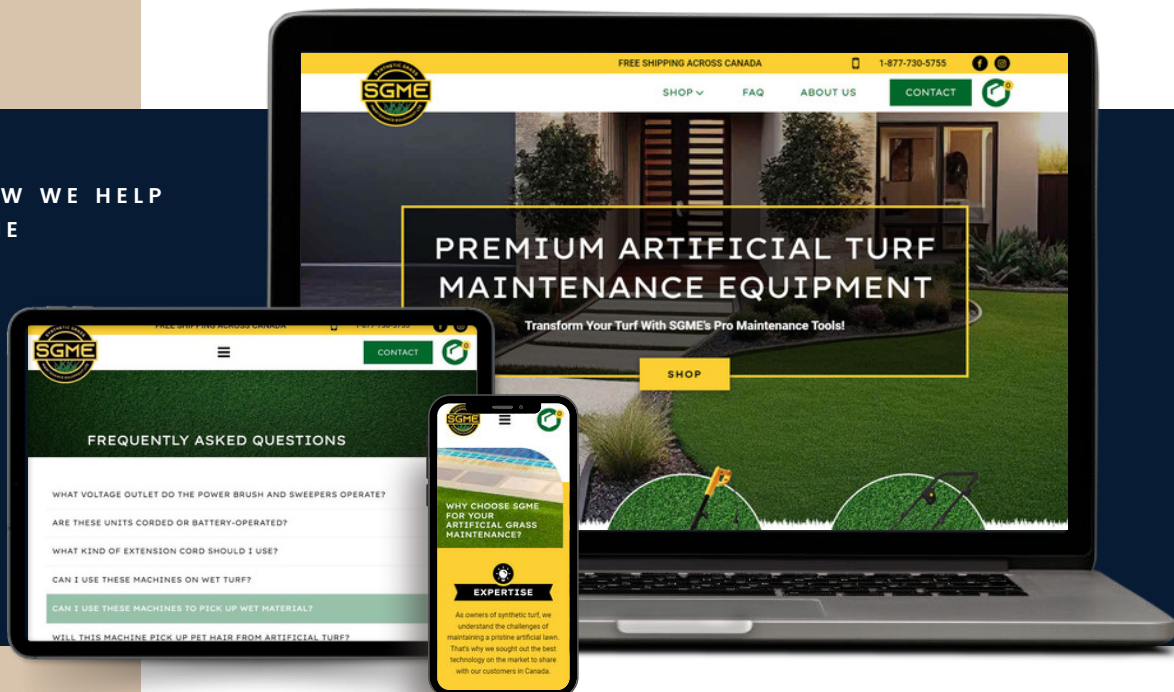
SGME, a distributor of niche synthetic grass cleaning products in Canada, aimed to expand its market reach and sales in 2023. The primary objective for the client was to significantly increase sales on a new custom eCommerce website.

SGME's challenge was to increase awareness and availability of its product among synthetic grass owners in Canada, particularly in its key markets of British Columbia and Ontario, with a smaller focus on Alberta. Recognizing the need for an enhanced digital presence to meet these goals, SGME embarked on a journey to revamp its online strategy.

LEARN MORE ABOUT HOW WE HELP
BUSINESS' GROW ONLINE



SCAN HERE



SOLUTIONS AT A GLANCE



REVAMPED WEBSITE WITH SEO OPTIMIZATION TO INCREASE ONLINE VISIBILITY



IMPLEMENTED A TARGETED PPC AD CAMPAIGN TO REACH POTENTIAL CUSTOMERS



DEVELOPED AN ECOMMERCE PLATFORM FOR EASY ACCESS AND CONVENIENCE



SEASONAL AND HOLIDAY-SPECIFIC ADVERTISING FOR EFFICIENT MARKET PENETRATION



REGULAR PERFORMANCE ANALYSIS TO REFINE AND IMPROVE MARKETING STRATEGIES

RESULTS

The following metrics clearly indicate a significant improvement in conversion rates, Google Ads effectiveness, and overall revenue generation.

The new website has not only attracted more visitors but has also effectively converted these visits into tangible business outcomes, such as increased sales and successful conversions through various channels.

8x

RETURN ON ADS SPEND (ROAS)

3.5x

RETURN ON TOTAL INVESTMENT (ROI)

FROM JUNE 6, 2023 – SEPTEMBER 30, 2023

