

A distinctive and powerful online marketing tool

Olympic Hot Tub Company is the top U.S. dealer for a best-selling hot tub brand and its customer service is legendary.

Strategy and Approach

- Developed personae and messaging for four unique target audiences
- Designed content, navigation and interfaces for customers to easily access content relevant to their specific need with one or two clicks
- Designed and strategically located online sales tools.
- Optimized the site to be at top of search engines for full visibility to customers looking for hot tubs in the target market

The Bottom Line

Olympic Hot Tub has seen its Web-enabled revenues increase from zero in 1996 to several million dollars per year today. Its investment in Web marketing consistently brings the highest return, contributing to the company's sales growth and increasing market reach. Customers view the site as among the top reasons they patronize the company.

www.OlympicHotTub.com

"Not only was the initial development first class, but your follow up and constant updating of the site contribute to our success."

Alice Cunningham, Co-Owner
Olympic Hot Tub Company



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