

Using the Web to build more productive sales channels

Polyform U.S. is a leading manufacturer of buoys, fenders and accessories that uses online marketing as a key distribution channel domestically and worldwide.

Strategy and Approach

- Re-developed the Website to improve navigation and searchability so that it is friendly to both visitors and search engines
- Created various enhancements, including an online graphics library that offers distributors and retailers easy access to marketing tools
- Designed and manage a search engine marketing program to increase the site's online visibility in target markets worldwide
- Created and manage a pay-per-click online advertising program to continuously build the company's brand and visibility

The Bottom Line

Polyform U.S. saw visits to product pages online double within several weeks of the enhanced navigation tools. With optimization, the Website is now listed in top positions on search engines and pay-per-click advertising strategies have brought more people to the Website and helped build more productive sales channels.

www.PolyformUS.com



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