

CASE STUDIES

ZOE, INC



OVERVIEW

The owner of Zoë, a designer boutique business with retail stores in Princeton, NJ and Brooklyn, NY, was more than pleased with her flourishing brick-and-mortar shops, but she was perplexed by the slow growth of her e-commerce website. Her regular e-mail blasts and postcard mailings to a database of existing customers had helped a little, but not nearly enough. Knowing she needed to get some expertise in order to reach her goals, she approached Ryan James Agency and assigned us the task of increasing online sales and growing her database.

CHALLENGE

We immediately recognized that Zoë is in a tough market, competing both with department stores, which offer the same brands with more frequent sales and mark-downs, and with many other online boutiques. But we also saw opportunity.

The database of names and addresses that had been in use for email and direct mail marketing campaigns was limited by geography. So far, the business owner had only been using the information she gleaned from customers who were already shopping in her brick-and-mortar stores. This meant that there was a wealth of potential shoppers outside of her local areas that had never been reached.

We knew right away that with her limited budget and no other online advertising, what the owner of Zoë needed was a targeted pay-per-click campaign and high-level search engine optimization efforts.

OBJECTIVES

Ryan James Agency set to work on accomplishing the goals that had been set for Zoë, with the following objectives:

- > Increase online sales giving Zoë an improved and more sustainable return on investment
- > Attract new customers to the site
- > Build the customer database making future marketing efforts more successful
- > Make ShopZoeOnline.com a more widely recognized brand

SOLUTION

In order to accomplish these objectives, Ryan James Agency researched Zoë's brands and products to create a brand-targeted keyword pay-per-click campaign. We also needed to increase the ranking of ShopZoeOnline.com on search engine results pages so that when potential customers typed in relevant search terms, the website would be among the top results. The search engine optimization efforts we implemented to increase the organic search engine rankings were adjustments to title tags on the site, a link building campaign and social media marketing.

These efforts made ShopZoeOnline.com considerably more visible in its highly competitive niche market.

ZOE, INC continued



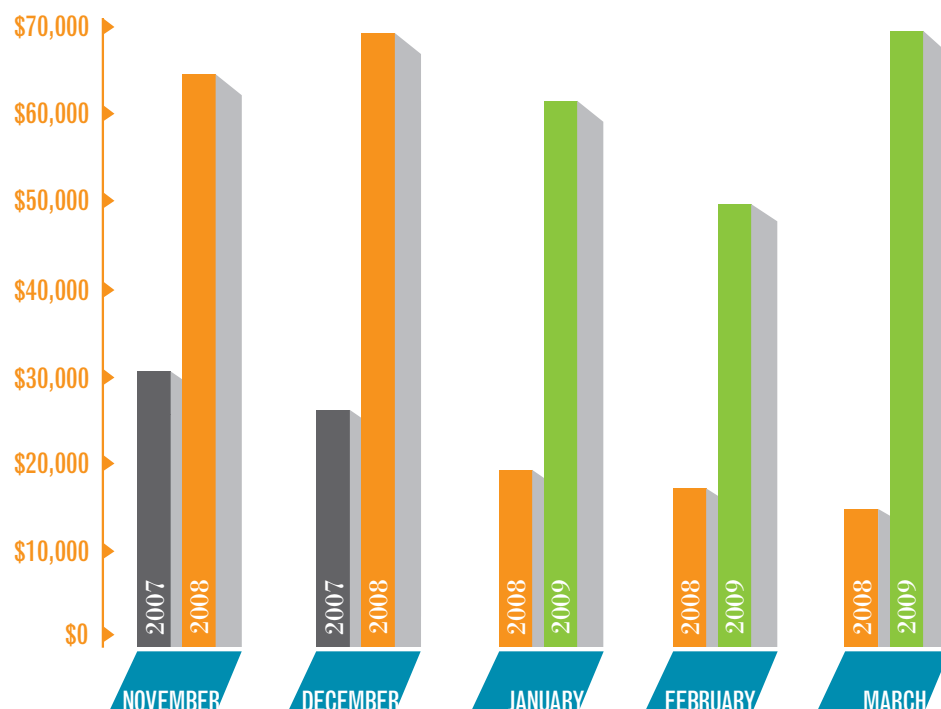
RESULTS

The results of the Ryan James Agency campaign were significant. Comparing the number of new members registered to the website during the same months of the previous year shows how many more people were offered the opportunity to shop on ShopZoeOnline.com as a result of our efforts.

11/2007: 69 new members	→	11/2008: 185 new members	→	168% Increase
12/2007: 96 new members	→	12/2008: 216 new members	→	125% Increase
1/2008: 91 new members	→	1/2009: 225 new members	→	147% Increase
2/2008: 78 new members	→	2/2009: 104 new members	→	33% Increase
3/2008: 91 new members	→	3/2009: 158 new members	→	74% Increase

Perhaps more significant than the increase in new members was the increase in online sales. In November, 2008, when our search engine marketing strategies began, gross online sales for ShopZoeOnline.com more than doubled, with an increase of 110% from the previous November. The next month, sales were up 160% from the previous December. Sales figures for January, 2009 were more than triple the numbers for the previous January, with an increase of 215%.

Gross Sales comparison



CROWNE PLAZA TIMES SQUARE



OVERVIEW

The general manager of Crowne Plaza Times Square (CPTS) was receiving pressure from the investors of the hotel to spend marketing dollars more efficiently and attach an ROI to each component of the marketing plan, where applicable.

CHALLENGE

Intercontinental Hotels Group, the parent company of Crowne Plaza, currently handles all corporate brand PPC (Pay Per Click) keyword campaigns for Crowne Plaza hotels. With all brand keywords, keyword phrases that contain the name Crowne Plaza in them which convert at the highest rate for each hotel, we were targeted with the task of building a specialty PPC campaign to not just drive additional traffic to the website to but deliver incremental revenue for the hotel. In order for the PPC campaign to be considered a success and continue to gain support from Crowne Plaza Times Square, the campaign needed to generate at least a 200% ROI (Return On Investment).

OBJECTIVES

Ryan James Agency set to work on accomplishing the goals that had been set for the CPTS, with the following objectives:

- > Increase website traffic driving potential hotel guests to the website that are in the final phase of searching, ready to book a room
- > Maintain a 200%+ ROI without the luxury of including brand keywords in our PPC Campaign
- > Create and use targeted landing pages to deliver the appropriate message to searchers based on events and specialty packages the hotel offers

SOLUTION

Ryan James Agency assisted in the creation of landing pages for New Year’s Eve, Romantic Escape, and Broadway packages. Our targeted PPC ads were directed to these landing pages which contained more relevant information to the package than sending visitors to the home page. By directing searchers to the information on the Crowne Plaza webpage that was pertinent to their search we were able to increase conversion rate and online bookings for the hotel. Coupled with blogging, link building, and commenting on related sites we were able to increase awareness of the hotel’s packages.

RESULTS

The results of our marketing campaign were measured by revenue accrued through actual room bookings allowing us to trace our efforts directly to ROI.

November 2009	→	209% ROI
December 2009	→	270% ROI
January 2010	→	303% ROI

By creating targeted landing pages we were able to lower our CPC (Cost Per Click) allowing us to allocate more funds to other programs while still increasing site visits.

November 2009	→	8,772 Visits
December 2009	→	10,929 Visits
January 2010	→	10,899 visits