

## CASE STUDY

### an eCommerce Retail Site Recreational Sports Equipment



## eCommerce Retail Site Gets a Profitable Update

*Founded in 1952 this retail company, known internationally in the sports recreation industry for bowling, billiard, and bocce ball equipment, clothing, team wear, trophy's and so much more. To this day, they are one of the few Manufacturing companies located in Massachusetts. They sell high quality one-of-a-kind products to enthusiasts around the world.*

*How does a traditional brick and mortar company, in a niche market migrate to online? How will its customers react? Will business grow?*

### Executive Summary

In 2011, this retail company did business the way it always did business. In the store, customer services reps walk customers through the products and services, providing quality customized products by engraving bowling or bocce balls. On-line was much like off-line.

Orders were processed manually; product numbers, credit cards, shipping and inventory. They hired Hit-The-Web Marketing to assist in updating their process and modernizing their website.

Hit-The-Web Marketing improved their business process saving them time and money. This allowed them to handle more orders, resulting in an increase in business and making it easier for customers to do business with them. Within three months, the eCommerce project investment broke even.

## Background

Prior to 2012, this retail company sold products through its website based on codes and product descriptions the customer had to decipher. The purchasing process was all done manually. The customer would look for the product they want, write down the color, weight, and size options, call the company's customer service rep to provide product information, shipping method and payment method; all over the phone. Customer service would quote the order total, take the payment information and rekey the total cost into a credit card processing unit in the office. International customers were even more challenging due to time differences, import and export shipping fees and language. There were many manual procedures in place that took many hours to process.

## Challenges

- The product inventory was quite complicated with product codes identifying every possible option and combination available to the customer.
- Employees were not versed in the technology.
- The design and usability of the site was not easy for the customer to make purchases, track their order, contact customer service, or get their order in a timely manner. Tomorrow.
- Many of the 6000 products had no pictures ready to go on the internet.

## Tactics Deployed

Hit-the-Web Marketing showed this retail company a way to manage the process, including order and inventory processing, through an online ecommerce solution that automated the whole process --- from the web. Hit-the-Web Marketing translated this coding system into a system the ecommerce software. Many pictures of products were taken so that customers could see the quality. The staff received training to use the features the software provides.

## Results, and Future Plans

The ecommerce solution implemented not only saved this retail company time and money by shortening and automating the order processing--- it made it easier for the customer to do business with them especially for international customers to place orders at a time that was convenient to them. Future plans are to optimize the site by adding more content which directs customers to specific needs based on the various types of games played. Additionally, market research will be done to determine how other countries make their purchases online and then provide the experience expected.

## About Hit-the-Web Marketing

Hit-the-Web Marketing provides custom ecommerce and lead generating websites. We use content marketing and SEO to help our customers' websites rank for industry keywords, get leads, and ultimately turn leads into repeating customers. We provide pay per click marketing, social media marketing and email marketing campaigns. Today, Hit-the-Web Marketing joins the Modern Marketing Consortium. This partnership allows us to expand our offers to strategic marketing and market research where we have the support of other firms to become a full service digital marketing company when required by our clients.

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