



mcm net

digital marketing agency

Easistore

Case Study

70%

Increase in
mobile visits

Increased

Conversions

Reduced

Bounce rate

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Partner





Case Study: Easistore

Brief

[Easistore](#) are a local but fast growing self-storage company with a strong presence across the south-eastern region of the UK. With online formulating a large part of their marketing strategy, Easistore teamed up with [MCM Net](#) to work across all digital aspects of their business, from the [website](#) and [SEO](#) to [PPC](#), [Conversion Rate Optimisation](#) and email marketing using Infusionsoft software.

Execution

Having developed a [responsively coded website](#) that focuses on serving up accurate quotations based on a user's unique storage requirements, MCM Net then went on to ensure the management of these prospect opportunities are handled as best as possible. To do this, MCM Net integrated website enquiries with lifecycle marketing software to ensure that post quotation, users are served up with relevant prompts, reminders, offers and promotions to ensure greater conversions are achieved.

The system is used to handle and classify all quotes across the four stores and Branch Managers can place orders in separate sequences depending on their behaviour (e.g. prospecting customer, existing customer, vacating customer and so on).

MCM Net has also worked with Easistore to ensure better conversions are achieved through split testing exercises and close monitoring of analytics. MCM Net are also now working with Easistore on developing their Pay-Per-Click offering and SEO performance.



Results

Across the course of the campaign, MCM Net have achieved a drastic improvements. The responsive website design has been a huge success and has been a major factor in increasing the number of website visitors, receiving a 70% increase in mobile visitors and a 64% increase organic traffic, whilst reducing the bounce rate by 8% on the homepage.

In terms of organic search visibility, our campaign quickly began to take effect reaching position 1 rankings for keyphrases such as “Self Storage Crawley”. “Business Storage Crawley”, “Business Storage Tunbridge Wells” and “Business Storage Maidstone”, which has had a positive impact on organic traffic.

The PPC campaign has continually delivered results from the very start having. MCM Net increased the total number of conversions across all campaigns by over 30%, achieved by devising a strategy that involved analysing the time of day that campaigns received the most clicks, then adjusting the bid strategy accordingly during those peak times.

MCM Net is continuing to work with Easistore to further build upon initial efforts.

Visit the Easistore site [here](#).