



mcm net

digital marketing agency

Office Chairs UK

Case Study

50%

Increase
in Traffic

4x

Increase in
Online Orders

1,000

New Facebook
Likes

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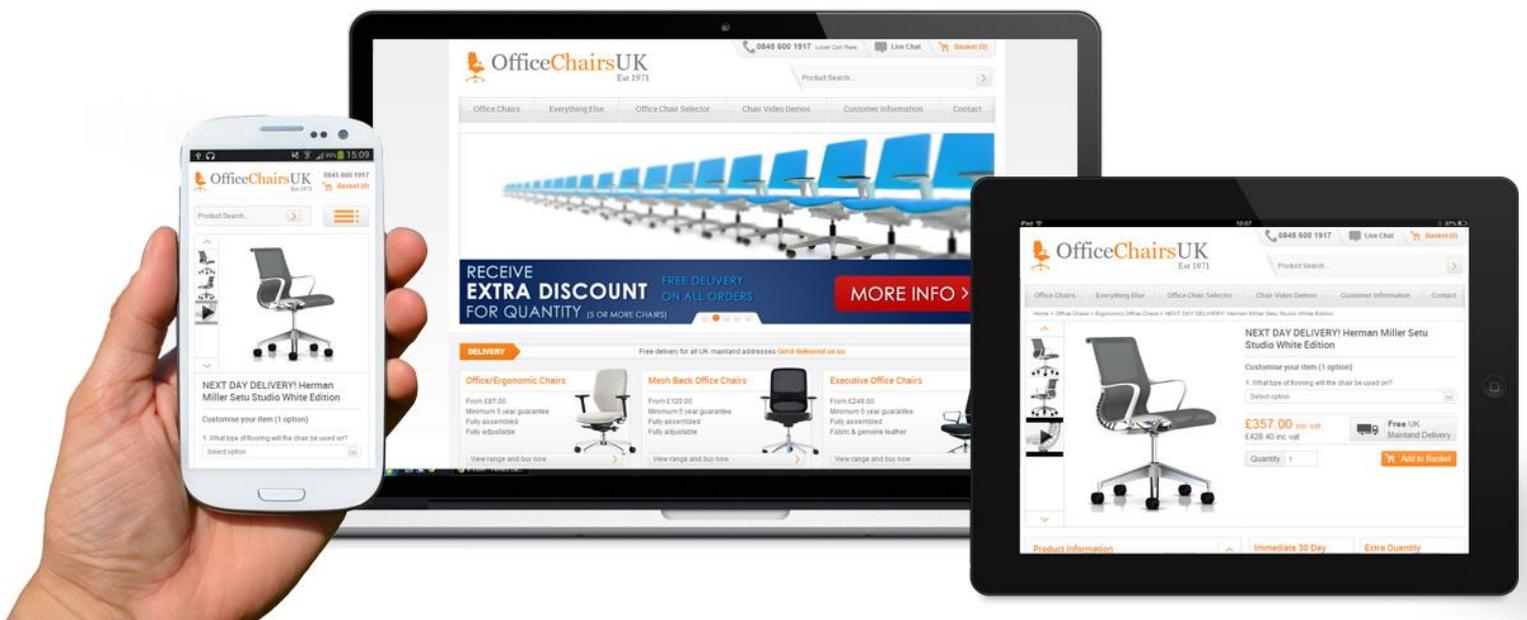
w: mcmnet.co.uk

Google
Partner



IMI | THE DRUM
MARKETING
AWARDS
WINNER

RAR+
RECOMMENDED



Case Study: Office Chairs UK

Brief

[Office Chairs UK](#) are a Kent-based online business supplying premium quality, branded office chairs that are often built customised to their customer's unique requirements. Having reached a plateau in terms of online orders, the company was looking to stimulate further growth online utilising a range of digital channels.

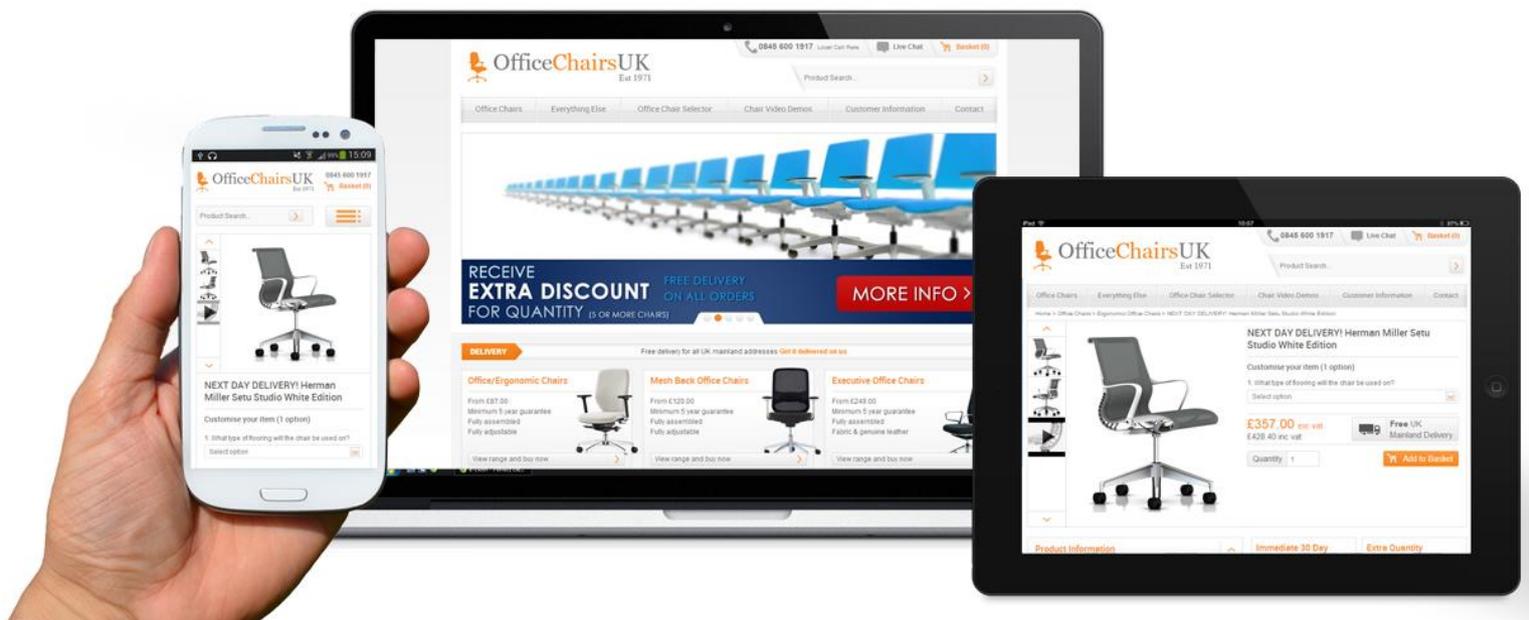
Strategy

Commencing with an [SEO](#) project, the first phase of the campaign set to find new audiences online through targeting brand-name terms in combination with a select number of broad terms that proved to be incredibly costly through AdWords.

The strategy was to build organic traffic to the site; focusing specifically on terms that historically proved to convert well (as determined through past campaigns and Google AdWords), in addition to targeting some new relevant organic search terms.

From there on, MCM Net set out to optimise the user experience by overhauling the [website](#) to ensure better [conversions](#) were achieved from organic traffic and eventually paid traffic (which formed a latter phase). The new site aimed to better showcase the range of premium products, whilst addressing architectural, usability and accessibility concerns.

Staged in phases, the final phase focused on driving better quality traffic to the site via paid means including [Pay-Per-Click advertising](#), [Remarketing](#) and [Social Media](#) (including Facebook advertising).



Execution

Commencing with an SEO campaign and with a new website design and user experience in place, MCM Net had driven almost 50% more traffic to the site, which had led to as much as 4 times the number of online orders compared to comparable dates in the previous year.

The website now clearly displays Office Chairs UK's full online offering and includes a range of bespoke features including product customisation options, a JavaScript zoom feature and an online video gallery that lists all videos associated to chairs listed throughout the site. In addition to this, a new 'Office Chair Selector' tool was developed to ensure that even if a user has little or no knowledge of which chair's best suited to their needs, they're able to clearly and confidently select a chair that matches their criteria.

A social campaign was launched to raise the profile of the company across social media following the website launch, where there was before very little if any presence. In just 4 weeks, MCM Net had delivered over 1,000 new likes (drastically developing the company's reach) through serving up engaging content including infographics, social polls, engaging videos and image content and by launching a product prize draw that was supported through targeted Facebook advertising.

MCM Net then began to look at overhauling Office Chairs UK's Pay-Per-Click campaign by placing a greater emphasis on product listing ads (compared to traditional ad formats), which proved to capture user's that were further along the decision making process and hence, more likely to buy.

Results

Across the course of the campaign, MCM Net achieved a four-fold increase in terms of onsite orders, increased awareness across social media, enhanced conversion rates onsite and more cost effective paid search ads. MCM Net is continuing to work with Office Chairs UK to leverage additional orders, building upon initial efforts.