



GOLDEN STATE BOX FACTORY

CASE STUDY BY NEWTIMER MARKETING

INITIAL SITUATION

In early 2015, Golden State Box Factory (GSBF), a wooden wine box manufacturer from San Diego, CA, redesigned their website but was dissatisfied with the poor online visibility and negative return on investment from the project. A few Napa Valley based competitors controlled 80% of the market, making it difficult for GSBF to grow their sales from San Diego.

GSBF sought an Internet marketing company to increase traffic to their website, expand their footprint and name recognition in the wine industry, and grow online quote requests for wooden wine boxes. One caveat was to only attract quotes for projects over 300 units (the smallest viable minimum order quantity) and not be flooded with non-professional requests.

NEWTIMER MARKETING STRATEGY

Optimize GSBF's website to increase quantity and improve quality of visitors from search engines and increase lead generation activity through the following initiatives:

- Design and implement search engine friendly website architecture that 1) facilitates search engines' understanding of GSBF's specialties and industry affiliation, and 2) promotes high search engine positioning for web pages focused on wine and spirits products
- Improve website user experience, simplify navigation, and boost conversions from targeted web pages
- Search Engine Optimization (SEO) to target the greatest possible number of qualified, wholesale customers and present them with relevant, effective landing pages
- Create content for new and existing landing pages based on market opportunity analysis and keyword/phrase research
- Set up granular data tracking and set performance goals in Google Analytics to uncover opportunities, trends, and paths for improvement
- Target specific customer types sought by GSBF (wineries located in Napa/Sonoma & orders over 300 boxes)



THE RESULTS

Improved lead generation activity and expanded footprint in the wine industry were confirmed by the following year-over-year metrics (Spring/Summer 2015 versus Spring/Summer 2016):

- 452% increase in website visitors from organic search engine traffic – no decrease in organic traffic since
- 354% increase in website visitors from organic “non-branded” searches
- 550% increase in high-quality (300+ units) leads from GSBF’s website
- Near elimination of low quality (single unit order) leads
- GSBF confirmed that web-generated sales revenue (on initial orders alone) equaled 8 times the investment in Newtimer Marketing’s services.
- GSBF has engaged Newtimer Marketing to develop an e-commerce platform for semi-custom packaging solutions in 2017

Walter Lane, Sales Manager at Golden State Box Factory:

"We had our website redesigned in 2015, just before Martial Chaput presented his Internet marketing services and strategy for Golden State Box Factory. We were initially skeptical, after a bad experience with a previous marketing company, however we could tell right away that Newtimer Marketing was different.

The quality of Newtimer’s work impressively increased our web visibility, refocused our messaging to target bullseye customers and resulted over 18-months of greatly improved lead flow from our website. New client acquisition directly attributable to Newtimer Marketing’s efforts continue to exceed our expectations.

Thanks to their knowledge of the Wines and Spirits industry, Martial Chaput and the Newtimer Marketing team understood our business model and developed the most appropriate web marketing strategy to grow our sales. The Newtimer Marketing team is a pleasure to work with and I highly recommend them to other companies in search of great results."
