

Case Study

FW Masons & Sons Ltd reaches new customers by selling online

Internet strategy moves FW Masons & Sons Ltd from real world to digital world



Situation: FW Masons & Sons Ltd strategise to sell timber products online

Challenge: Lack of ecommerce strategic experience

Requirement: Launch ecommerce website quickly & effectively

Solution: Strategic Internet consultancy by Hallam Communications

Benefits: Great returns by selling to new markets

FW Masons & Sons Ltd are a leading timber products company. Their ambition was to move into selling over the web, reaching new markets, all the while providing the same quality of service that they have delivered to their customers since 1929.

Situation: New entrant into ecommerce business

FW Masons & Sons Ltd supplies high quality timber products to its customers underpinned with excellent customer service to clients around the UK. In 2009 company decided to enter the world of selling over the Internet to reach new markets and generate new revenues. Susan Hallam of Hallam Communications was hired to facilitate the delivery and online marketing strategy for the site.

Challenge: Unfamiliar Internet selling and marketing terrain

Although Masons have generations of timber sales experience, selling over the Internet presented new and unfamiliar challenges. The company's ambition to sell their products online ran into numerous obstacles as they faced up to unfamiliar technical, marketing, and legal issues. Their project team was frustrated as they experienced delay after delay, and they recognised they were lacking both a strategic vision as well as a practical project plan to get the ecommerce site built and launched.

"Susan Hallam project managed our site development and brought a sense of urgency to the project. Before Susan came on board we had missed many launch dates and continually postponed going live with the site."

Pauline Morrison, Executive Sales and Marketing Manager

Case Study

Requirement: Deliver a successful website on time, and on budget

FW Masons & Sons Ltd were building a sophisticated ecommerce website (www.homeandgardenstyle.co.uk) offering more than 500 timber products. They needed to get the site live as quickly as possible, and ensure that it was visible on the Internet with a comprehensive marketing plan.

Solution: Wise decision leads to success

Susan Hallam was commissioned to work alongside the project team to get the project back on track. She provided strategy and made a series of tactics to get the project moving forward and set milestones. The Masons team were then able to tackle the tasks, and develop an efficient development process. Under Susan's guidance, they identified and capitalised on the opportunities offered in digital world. Most importantly, with Susan's help the project was completed in three months. The contents in the website were great. It was structured well, safe and easy to use. It targeted to identify the opportunity and target the niche market. The website was prioritised and ranked high in Google search. In addition to search engine optimisation, Susan also incorporated Google AdWords Pay Per Click advertising as part of their marketing strategy. She continues to work alongside Masons' marketing professionals and provides ongoing advice and consultancy.

Benefits: Right customer at the right price

- > **Susan's management of the project led to the delivery of a success ecommerce site, delivering orders for FW Masons & Sons Ltd.**
- > **The project was completed on schedule, with Susan providing the interface between Masons and their web development team**
- > **Masons are now addressing new markets, and expanding their online product range**
- > **They have developed a comprehensive marketing plan for the promotion of the website**
- > **Investment of time and resources is now paying dividends in online orders**
- > **Good customer feedback shows high levels of satisfaction with their site**
- > **Online product orders are gradually showing an upward trend**
- > **Direct marketing to customers to cater to their needs is now a reality.**

About Hallam Communications

Hallam Communications provides Internet marketing strategy services to a broad range of SMEs, blue chip, and public sector clients. Managing Director Susan Hallam has worked in the Internet industry since 1993, and established the company in 1999. The company advises clients in the use of Internet marketing techniques as part of the customer acquisition process, improving web conversion rates, and as part of a customer retention strategy. Hallam's consultants are Google AdWords Qualified, Google Analytics Accredited, and on the quality assured supplier lists for EM Brokerage (East Midlands region) and Select Supply (West Midlands region.)

"Working with Susan has been interesting and enjoyable. I have personally learned so much regarding the Internet and e-commerce generally. If we had other requirements I would certainly be looking to work with Susan again and would not hesitate to recommend her to others with similar needs."

Pauline Morrison, Executive Sales and Marketing manager

A Business Community project providing practical training and insights for local university students



Sponsored by:
www.lati.co.uk
info@lati.co.uk

Supported by:
www.aardmaan.com
www.crayfishdesign.com

Case Study by:
Tushar Khara
December 2009