

Digital Marketing & Development Services for E-Commerce Firm

PROJECT DETAILS

Conversion Optimization, E-Commerce Development, Other Digital Marketing, Pay Per Click, Search Engine Optimization, Web Development

Jun 2020 - Ongoing

\$200,000 to \$999,999

“Optimum7 delivers everything they promise.”

PROJECT SUMMARY

Optimum7 provides digital marketing and development services for an e-commerce company. They handle the firm's SEO and PPC needs while also developing various e-commerce automation features for their website.

PROJECT FEEDBACK

The company has doubled the volume of their customers over the past two years, and 50% of their traffic comes from the SEO work that Optimum7 does. The team has also helped them get more accurate Google Analytics reports. Their resources also show an in-depth understanding of the client's needs.



The Client

Introduce your business and what you do there.

I'm the owner of an e-commerce company.

The Challenge

What challenge were you trying to address with Optimum7?

We engaged them when we bought the e-commerce business. Our team knew we had to hire a team upfront to provide services to us since we didn't have the internal expertise to do it.

 Owner, E-Commerce Business

 Retail

 Henrico, Virginia

CLIENT RATING

5.0

Overall Score

Quality: 4.5

Schedule: 4.5

Cost: 4.5

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Optimum7 handles all of our digital marketing needs from SEO to PPC ad placements. They're also doing some development work. We use the BigCommerce platform, but the team has done many special customizations for us to have better automation than what the basic platform provides. We don't want to switch to another platform because BigCommerce is working well, and Optimum7 already has expertise in BigCommerce. I've also experienced switching to another provider before, which didn't go well.

In terms of research, the Optimum7 team has assessed the company's previous owner and past markets, coming up with a new strategy for us. For instance, they've helped us do Facebook marketing, which the previous owner didn't do. They've also helped us prioritize SEO as opposed to just PPC – this is part of the main reason we've hired them.

Moreover, Optimum7 has done content development for our marketing efforts. They've scheduled quarterly press releases for us; the team has also updated and organized our site's content. Each month, their resources also publish new content to further optimize our search rankings.

For development, we have a short but intense list of required automation features. For example, we want all of our orders to be transmitted electronically to our primary supplier. We also need live inventory updates on our website, along with real-time price updates. We have around 40,000 items on the website, and all of them need to be updated electronically.

What is the team composition?

I've worked with everybody on their team, including Arthur (Co-Founder) and Duran (CEO). They've assigned a marketing manager to the project. Apart from them, we've also worked with their development team, including junior- and senior-level developers.



How did you come to work with Optimum7?

Optimum7's marketing efforts for another website caught my attention, so I reached out to them when we were buying this business and talked about engaging them. We vetted three companies in total but ultimately decided to hire Optimum7. After our conversation with Arthur and Duran – we had multiple phone calls – I had a feeling that they understood our business better than any of the other teams we vetted.

How much have you invested with them?

We've spent around \$170,000 on their marketing services over the last 20 months and between \$40,000–\$50,000 on their development work.

What is the status of this engagement?

We started working together in June 2020, and the engagement is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We've just about doubled the volume of our customers over a two-year period. Around 50% of the traffic that comes to our website is because of our SEO campaign, up from 25% previously. This is directly attributable to Optimum7's work. Moreover, they've helped us get more accurate reports; previously, we had irregular reporting because of how the previous owner set up Google Analytics.



How did Optimum7 perform from a project management standpoint?

Optimum7 delivers everything they promise. Some of our projects have taken longer than others. We'd have preferred quicker deliveries on a couple of them, but for the most part, they've done what they've said they're going to do.

In terms of communication, we talk at least once per month about our marketing campaigns; we use conference calls. For development, our communications are much more sporadic. We use Monday to collaborate.

What did you find most impressive about them?

Duran's understanding of how e-commerce businesses should work and function is impressive. Moreover, Optimum7's experience level covers both medium and larger businesses. Duran and Arthur have pretty much understood what needs to be done from the beginning – they've offered solutions to us.

Are there any areas they could improve?

Their development team is in a different part of the world. As a result, our communication can sometimes be challenging. This is just a hurdle that we have to clear.



Do you have any advice for potential customers?

Stay in communication with the people that Optimum7 assigns. If you don't get answers from them, their senior management team is always willing to step in and help. This is quite refreshing because a lot of other companies don't let you talk to their senior management after the initial onboarding process. In fact, this is one of the things that kept us aligned with them — we can always talk to their senior management team whenever the need arises. That's not a constant need, but when you need to have that conversation, they're available.

