

Situation

- A national distributor of perishable products sells its own branded products through multiple distribution channels
- A significant portion of the business is also focused on custom private label business for many national retailers and grocery chains
- While the company has a national presence, the original web presence and marketing materials gave the impression of a much smaller, local operation
- The organization's website did not effectively convey the diverse value propositions to the appropriate audiences (distributors, chains, restaurants, end users/consumers, etc.)
- The website was difficult to find and was not optimized for search engines

Objectives

- Design a new website to be a model for the fresh and prepared food market segment
- Ensure the new website serves as an informational resource for each diverse customer and consumer audience
- Ensure that customers receive timely industry news and updates
- Develop the website with a flexible architecture that can be expanded to meet growing customer needs including the potential to add a business-to-business e-commerce portal and a mobile device site in the future

Approach

- Developed and documented website requirements
- Tested copy tone and value propositions with target customer groups to ensure market expectations were being met
- Update the visual site design to embrace a clean and efficient interface, which more closely matches the brand.
- Created the site using standards-based, open-source tools that could supply consumers with relevant product information
- Integrated an e-commerce module for product browsing that could eventually become the basis for an e-business portal
- Developed and implemented a keyword and search engine optimization strategy
- Designed a strategy to manage future updates and content revisions

Results

- Inbound calls for basic questions such as loading dock times, directions, etc. have been reduced by more than 1/3 in the first 6 months of site launch
- Ordering accuracy increased by more than 10% which can be attributed to customers being able to cross-check item information
- Customers are now able to leverage the website to locate basic product information and nutritional information
- The new site stimulated immediate interest from customers who preferred to manage their accounts and place orders online
- Sales and marketing staff get consistent feedback that the site has great information and prospective buyers call to ask further questions about featured products
- A customer portal has been added
- An online e-commerce site and e-catalog system are under development