

TROPICAL  
ENT

**Tropical**  
Enterprises, Inc.

## THE STORY

### *NEW SERVICE AREA INTRODUCED*

With over 22 years in the promotional product industry, Tropical has grown in size and capacity. Their service offerings now include contract manufacturing and private-label products. Their owner requested a new branded name with domain registration, website design, SEO, and PPC campaigns to help launch their new service areas and attract qualified leads.

They wanted to maintain a distinct separation from their current promotional product services division. Furthermore, they wanted to attract clients who are ready to build a complete beauty or homecare product line using Tropical's manufacturing and private label service.



# THE GOAL



## Finding New High Quality Business Prospects

The Tropical team wanted to attract new high quality clientele and increase inquiries for both contract manufacturing and custom formulations, as well as, private label services. They required expertise and strategy with tracking and organizing leads based on lead source, services requested, and conversion tracking so that they are better able to understand how various marketing campaigns are working for them. In addition, they required assistance with selecting and integrating a CRM to help make important connections between sales and marketing.



# DISCOVERY



## Measure, Analyze, Strategize, Succeed

After reviewing customer trends, user behavior, search term reports, and analyzing top 5 competitors, it was determined that an e-commerce-ready website was the best way to showcase not only Tropical Enterprises' services but also their extraordinary product line. The goal was to tease users into wanting more information about their all-natural product line. We did this with eye-catching high res images and detailed product descriptions.

In order to track and organize leads, our Cyberlicious® call tracking solution was integrated to the website. The call tracking system is able to function as a CRM with the ability to track phone calls and lead submission forms to their appropriate lead source and search query including: referral websites, direct URL entries, Google Ads, Google My Business, and social media platforms.

# THE SOLUTION



## *E-COMMERCE READY WEBSITE DESIGN*

**Our focus at Cyberlicious® is to always provide our clients with enterprise solutions that will help them grow their business. Not only will Tropical Enterprises' new website be a great solution for simple lead generation, but it will also be able to help them drive sales even when their offices are closed.**

**By providing an e-commerce-ready web design solution, Tropical Enterprises now has the ability to scale and grow as its sales grow.**

## SHOWCASING THE *AMAZING PRODUCT LINE*

Recent research suggests that 90% of the information processed by the brain is visual. Did you know that the human brain processes images 60,000 times faster than it does text? Or that 80% of people remember what they see, compared to only 10% of what they hear and 20% of what they read.

The main goal was to attract visitors interested in launching a complete beauty and/or personal care product line. Our web design engineers decided to use images that accurately represent the benefits, and use of each product in the Tropical line. We then linked each product to a similar, or related item to pair with so that visitors could see their beauty line develop right before their eyes.

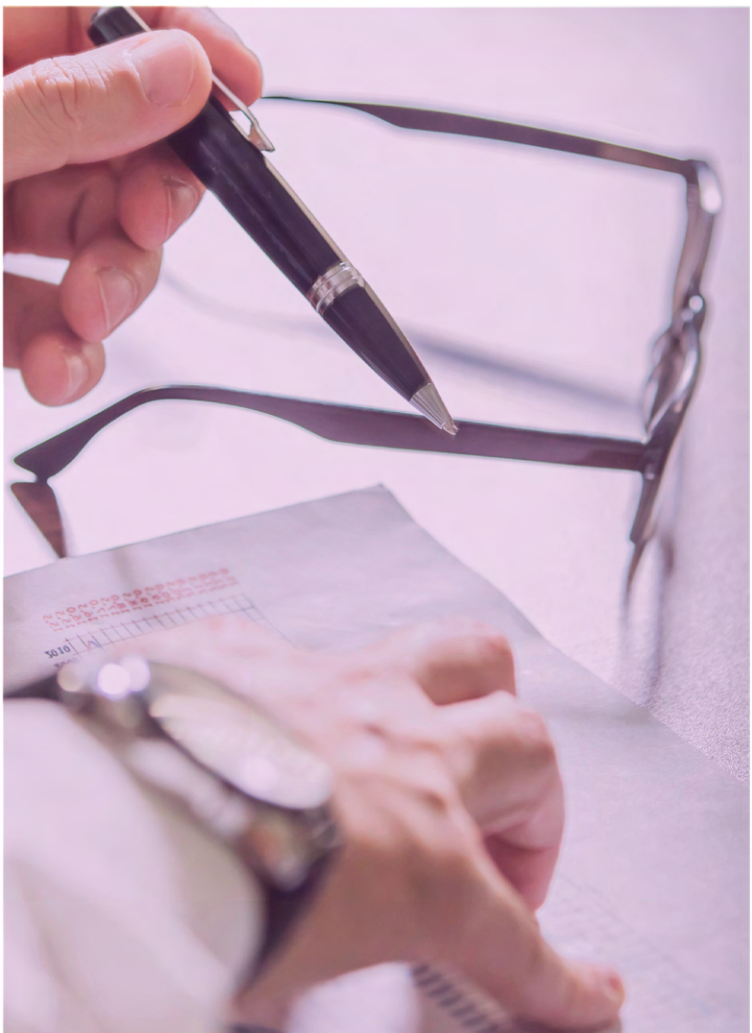
## IMPLEMENTING *CONVERSIONS & SALES TRACKING*

Using the Cyberlicious<sup>®</sup> call tracking solution, the Tropical sales team was able to login to the call tracking system. This allowed them to score leads, update lead contact information, send emails and text messages, add notes, and convert closed sales.

Once closed sales business was entered, the information automatically fed back to their analytics, and BAM!! the team is now able to see a full ROI on their marketing and advertising spend. Not to mention, being able to leverage AI and smart bidding strategies to generate more closed sales conversions.



# EXCEEDING GOALS



# THE RESULTS

**Over 350 Total New Leads in just 3 months:**

- Over 5,423 Impressions generated from Paid Search Ad Campaigns
- Over 9,814 Impressions generated from Organic SEO Campaigns
- 58 Website Generated Phone Calls
- 48 Google My Business Generated Phone Calls
- Over 238 Leads Generated from Website Contact Form Submissions

