## MEDIAFORCE CASE STUDY:











KITCHENS & BATHROOMS FIRST NEEDED A WEBSITE TO BETTER SHOWCASE THEIR SERVICES AND DRIVE CONVERSIONS.

## THE COMPANY

Kitchen & Bathrooms First specializes in the design, specification, and complete renovation of kitchens and bathrooms in Ottawa and the surrounding areas. As a full service turnkey renovator, Kitchen & Bathrooms First offers everything from retail product sales (cabinetry, fixtures, faucets, etc.) to complete re-design and renovation and installations.



Kitchens & Bathrooms First needed a website with cross-platform and device compatibility, to make the site more easily accessible to its clients and increase visitors.

## **IMPLEMENTING & EXECUTING SOLUTIONS**

A new responsive site was created, modernizing the overall look and to be accessible across platforms and devices. The site was designed to guide visitors through a persuasive journey to generate more leads. An extensive portfolio was built to highlight the past work of Kitchen & Bathrooms First, improving its brand authority. Including a pricing page with estimates set out for potential renovation projects added value to drive conversions. By emphasizing the credibility and experience of Kitchens & Bathrooms First while clarifying pricing, more quality leads were generated.

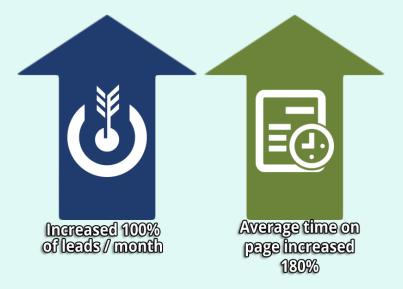
To supplement the new website, Mediaforce also helped to employ online marketing methods like search engine optimization and a new pay-per-click campaign to drive more relevant web traffic to the page.

#### KITCHENS & BATHROOMS FIRST: DATA-DRIVEN CONTENT



### RESULTS

- Increased sources of traffic to diversify their acquisition portfolio
- ♦ Goal value increased by 2.5x
- Increased quality of leads by 150%



#### The Basic Kitchen Renovation

#### A \$20,000 to \$30,000 kitchen renovation might include:

- The same structure as your current kitchen. By keeping the appliances and fixtures in the same locations and keeping the space intact, there's little need to redo plumbing and electrical work.
- 2. Simple lighting. Standard lighting would be included as opposed to many recessed pot lights.
- 3. Basic appliances. No built-in appliances, warming drawers, wine coolers, microwave drawers and so on.
- 4. Ceramic tile backsplash and vinyl or laminate flooring whether it's the backsplash, flooring or other surfaces, using less expensive materials will help you keep costs down.
- 5. Standard cabinetry. Keep your costs down by reusing the existing cabinets, or installing a few new cabinets this may be all that you need to get the function and style you're looking for. Look at your existing cabinets to determine their condition, size and whether it makes sense for them to remain or be replaced.
- 6. Laminate counters. Laminates have developed quite a bit over the past few years. With better edge designs and photo printing, it's easy to save the money and use laminate. Dressing up the edge is one really nice and inexpensive way to make a laminate counter shine.



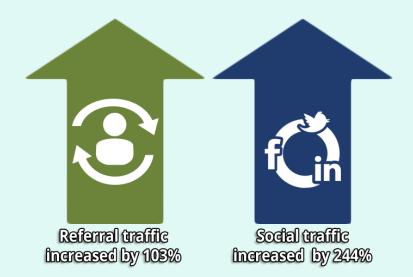
The new website affected users' behaviour, showing improved engagement. Average time spent on a page increased by 180%. The newly added pricing page became a top viewed page, driving conversions. Consequently, the economic value of pages improved by 215%. Overall, Kitchens & Bathrooms First increased their goal value by 2.5 times. These online successes also translated offline, allowing the company to increase 150% more quality leads per month.

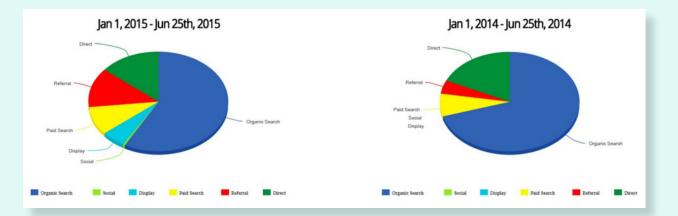
#### KITCHENS & BATHROOMS FIRST: DATA-DRIVEN CONTENT



Kitchens & Bathrooms First were previously reliant on one channel, accounting for 70% of all website traffic. To decrease the risk of this acquisition strategy, Mediaforce sought to optimize the portfolio and create balance. In one year, all other sources of acquisition were better represented:

- Referral traffic increased by 103%
- ♦ Social traffic increased by 244%
- Newly introduced re-marketing efforts increased previously non-existent display traffic





#### KITCHENS & BATHROOMS FIRST: DATA-DRIVEN CONTENT





# SINCE 1995, MEDIAFORCE HAS HELPED CLIENTS ACROSS NORTH AMERICA GROW THEIR BUSINESS.

We provide solutions for businesses to compete, including:

- Social Media Campaigns
- Data-driven web content & design with cross-platform compatibility
- Web optimization for lead acquisition
- Pay Per Click Advertising

#### We're available 24/7

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#### And more!

Mediaforce is a digital marketing firm that uses data analytics as a driving force in helping its diverse clientele to grow their businesses. Using a holistic approach that puts data analysis at the forefront, Mediaforce strives to drive key metrics using customized strategies selected specially for each company. Known for our expertise in Google Analytics, Conversion Optimization, Search Engine Optimization, Social Media Marketing, Website Design, and Hosting and Development, Mediaforce is comprised of a team dedicated to understanding key drivers of growth, optimizing for the right user experiences, and retaining users for each individual client. We empower our clients to harness their data in making valuable business decisions for the future of their company.

#### Visit Mediaforce.ca's company portfolio for more case studies like this one