

Mason Company

Case Study:

How to differentiate the Mason Company from its competitors while helping potential customers around the world understand their vast product line.

The Challenge:

To communicate the complicated Mason product line in a simple way that will resonate with veterinarians, pet resort owners and directors of animal shelters, generating more sales and qualified leads from the website.

The Solution:

One of Mason's strengths is its ability to customize its products to achieve a perfect animal enclosure solution for their customers' needs. However, this became a barrier because Mason offered so many options that it was difficult for customers to understand. Holland solved this problem by creating a piece of sales literature that simplified the process – the literature walks the prospect through the 4 simple steps in building the perfect customized modular kennel system. Holland executed additional marketing strategies:

- In order to acquire more qualified leads from the Mason web site, Holland recommended developing a whitepaper that could be downloaded titled "7 Biggest Mistakes to Avoid When Building a New Animal Facility."
- Trade magazine ads and online banner advertising promoted the whitepaper along with Mason's innovative and patented products.
- The Mason web site is optimized and has achieved first page rankings on all their keywords. A strategic media plan with the right mix of print and online advertising was implemented to target the niche markets.

The Results:

Hits to the Mason website have increased by over 15%. Mason's "7 Biggest Mistakes" whitepaper is being downloaded 4–5 times per week from qualified prospects that are in the planning process of building a new animal facility. Mason has had record orders for the first 4 out of 5 months, and they achieved record sales for the year.

