



READERDOCK

TEACH YOUR E-READER SOME NEW TRICKS

CASE: READERDOCK

ReaderDock, a new electronics accessories company, creates the first docking stations for the Amazon Kindle Fire and Barnes & Noble NOOK e-reader tablets. Products are of high quality and provide great functionality, but consumer awareness is non-existent.

CHALLENGE:

The business launched online-only, with no retail distribution and minimal marketing budget. Consumer awareness was 100% dependant on SEO, online content and social media marketing. In addition, several entrenched players, with far less functional product offerings but recognized brands, dominated the tablet accessory market.

SCOPE OF WORK:

Utilizing the principles of content marketing, Concept 5 developed a comprehensive online marketing plan to attract and engage a targeted audience and grow a customer database *before* products were even available. Concept 5 was responsible for developing the company website, and content and social media marketing strategy to aggressively grow organic search rankings and website traffic. At launch the company also initiated an email marketing program to help convert leads into customers.

RESPONSIBILITIES:

Online marketing strategy, website design and development, keyword research and search engine optimization (SEO), social media programming and product blogging, email marketing and ongoing online copywriting.

RESULTS:

Designed and launched an ecommerce website, blog and branded social media properties.

Executed numerous online marketing campaigns to build a pre-launch database of tens of thousands of interested consumers.

Sold over 1000 units in a 24-hour presale period to consumer database.

Managed e-CRM email programs to convert subscribers into customers.

Achieved first page Google ranking for numerous highly desirable keyword phrases, resulting in targeted website visitors and high sales conversions.

Achieved high profile media exposure including a featured mention in the NY Times article by Mickey Meece and McGraw Hill publication by Guy Hart Davis.

The Company then went into partnership with one of the largest electronics brokerages for retail channel development and product expansion.



Concept 5 was named "Best Web Services" 2014 in the Long Island Press Awards.

Call 888-435-3076 or email hello@concept5.com to discover our winning online marketing strategy.

