

BATeam Relaunches Global Retail Management Services Brand, Increases Web Traffic by 356% and Visitor Engagement by 16%.

About BATeam

Business Accelerator Team is an outside-in catalyst assisting with insight, strategy, marketing and connections. Our consultancy provides business-development expertise derived from a deep understanding of what has worked with suppliers, retailers and media in retailing and foodservice.



STRASGLOBAL
RETAIL RESULTS

CASE STUDY

Roy Strasburger,
President & CEO, StrasGlobal

WEBSITE

www.strasglobal.com

INDUSTRY

Convenience Retail

EMPLOYEE COUNT

201-500

About StrasGlobal

For 35 years StrasGlobal has been the choice of global oil brands, distressed assets managers, real estate lenders and private investors seeking complete, turn-key retail management services from the most experienced team in the industry.

Business Challenges

In 2018, Convenience Management Services, Inc. (CMSI) rebranded to StrasGlobal. Beyond just a name change, this included new logos, brand requirements, a new website domain and online presence.

- The most significant challenge for this transition was to maintain CMSI's brand recognition and authority in the industry, while creating a new image for the company as it continued to expand its service offering.
- This rebrand required the launch of a new website, refreshed content, updated social media company profiles, creation of new blogs, articles and content offers.

Solution

BATeam extended the brand vision developed by StrasGlobal and their creative agency to refresh the Company's online presence, while also deploying digital marketing tactics designed to maintain brand recognition, and engage current clients and prospects in new ways.

Marketing Tactic

WEBSITE REDESIGN

BATeam designed a fully-customized website that integrated new brand guidelines developed by StrasGlobal and their creative agency in a modern and responsive design, while also incorporating an expanded focus on industry content and resources. The new brand messaging showcased the heritage of the Company, clients and StrasGlobal's expanding services.

SEARCH ENGINE OPTIMIZATION (SEO)

BATeam conducted analysis of StrasGlobal's competitors and the keyword ranking for those websites. In addition, BATeam researched the volume and quality of each keyword set to develop a strategy to improve StrasGlobal's ranking and corresponding website traffic.

DIGITAL ADVERTISING

To maintain StrasGlobal's online presence during the rebranding period, BATeam developed search ads based on the keyword strategy, and ensured StrasGlobal remained visible to client prospects. BATeam also developed and managed monthly display ad campaigns supporting each new content offer.

Benefits

INCREASED WEB TRAFFIC, VISITOR ENGAGEMENT

During the first 4 weeks of launch, unique traffic increased by 356% despite the change in website URLs and total traffic including repeat visits increased by 339%. Within 8 weeks, the new website was ranking higher than the previous domain and new web pages were driving the most engagement.

IMPROVED SEARCH RANKING

During the course of BATeam's SEO efforts, StrasGlobal moved to the first page in popular search engine results, consistently ranking higher than their closest competitors for all keyword targets. Organic search traffic increased by 25% in the first 4 weeks of launch, demonstrating SEO effectiveness.

ENHANCED VISIBILITY, CAMPAIGN REACH

In the first 8 weeks, Google Ads campaigns generated 26K+ impressions and a significant increase in traffic to StrasGlobal's campaign landing page. The most popular StrasGlobal display ad generated 141K+ impressions, and a clickthrough rate (CTR) that was 10X industry average.



Marketing Tactic

CONTENT DEVELOPMENT

BATeam developed several types of unique content offers that engaged and nurtured leads throughout all stages of the sales funnel. Customized content such as a services brochure, eBook, checklist and weekly blog posts were cornerstones of StrasGlobal's social media strategy and monthly campaign efforts.

SOCIAL MEDIA MANAGEMENT

BATeam developed a strategy for StrasGlobal to both curate and share trending and unique content on the Company's LinkedIn, Twitter and Facebook accounts. BATeam also developed and managed social media marketing campaigns across all platforms to expand reach to targeted audiences.

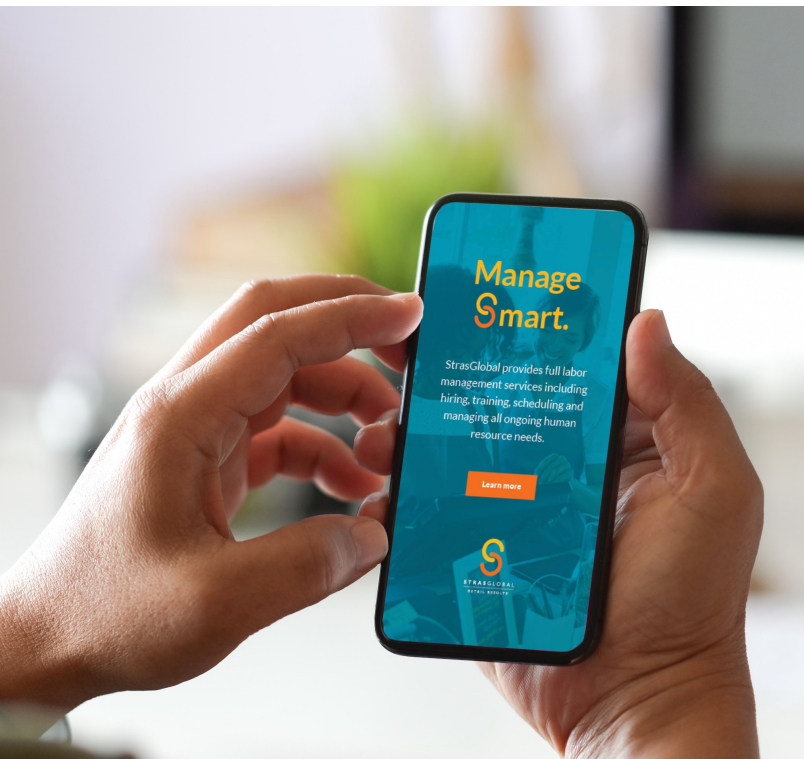
Benefits

BUILT ONLINE AUTHORITY, ENGAGED VISITORS WITH VALUABLE CONTENT

During the first 4 weeks of launch, average session duration increased by 16% - primarily driven by new content. Ongoing weekly spikes were attributed to the publishing of new blog posts featuring relevant industry topics and articles, as well as monthly content offers.

INCREASED FOLLOWERS AND WEB TRAFFIC

In the first 10 weeks, BATeam published 16 original blog posts and 14 trending industry articles to all of StrasGlobal's social media accounts, while also designing and managing ads on Twitter and LinkedIn - resulting in social media becoming the 3rd highest source of web traffic.



Why BATEam?

Business Accelerator Team has one goal: Improving your profitability. Specifically, we will increase revenue and operating margins through our customized approach. With 350 plus years of combined experience in strategy, financial analysis, growth development, operations, local store marketing, and trend interpretation and forecasting, Business Accelerator Team brings relevant expertise and connections to improve your business. We provide business-development proficiency derived from a deep understanding of what has worked with suppliers, retailers and media in retailing and foodservice.

Contact us today to find out how we can improve your business.

www.thebateam.com

25%

increase in organic searches by new users post website launch

30

new pieces of content to engage prospective customers with

356%

increase in unique traffic during first 4 weeks of website launch



"Partnering with BATEam's broad suite of marketing services and industry expertise was pivotal to successfully rebranding CMSI to StrasGlobal."

"Through BATEam's strategic and analytical approach, we learned which tactics were most impactful, and how to adjust our strategy to maximize lead generation and return on our marketing investment."



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