Develop Website Into A Pre-Sales Tool - Mars Air

by [GoldenComm](#)

As a leading manufacturer of air curtains, Mars Air has provided industries with air doors for over 55 years. Their previous website was catered towards post sale action, but the company was looking to capture a wider net of potential leads through pre-sales content.

Challenge

Mars Air came to GoldenComm because their Drupal website had been hacked, and regaining control of the website was the first order of business. After stabilizing, we were able to really evaluate the current position of the business. With over 55 years in the HVAC industry, the Mars Air team was ready to take next steps in the digital space to grow their business. The first step was a full website redesign. They were interested in collecting insights on what was working and what wasn't, as well as gaining clarity on visitor personas. With the goal of delivering helpful and intentful content, Mars Air aimed at turning their website into a lead generation tool for their sales representatives.

But how could they better deliver to their sales channels?

Solution

GoldenComm assisted Mars Air with cleaning up a malicious hack/defacement of their public website in early January 2017. We then executed a brand new website build on the nopCommerce framework to support their business needs.

Planning

- **Strategic plan -** Before beginning execution, we always create a strategic plan for the website build and post-launch marketing efforts. Each action we take is geared towards achieving the end goal and business case.

- **Full audit of current systems** - Before making improvements, we first do a full evaluation to see the current state of the website and all of the tools being utilized.
  - **Analytics review** - Tracking is paramount. We need to understand the existing behavior of your website traffic to truly understand what areas fall short of your goals. Then post-development we have a benchmark for monitoring changes in performance.
  - **UX/UI audit** - The UX/UI audit is performed to identify potential issues with the flow of user experience. We aim to identify if there are items that impede conversions, and if users have the ability to find what they are looking for.
  - **Code audit** - This audit is performed to pinpoint areas of the code that can be optimized to improve page speed and load time (which increases conversions) and to see if there are any potential issues that should be addressed in the new build.

- **Strategic keyword research -** Keyword research identifies popular words and phrases people enter into search engines. Not only is keyword research important for understanding user thought and behavior, but also provides insight into how competitive specific terms are in your industry.

- **Competitor analysis -** The competitor analysis looks at strengths and weaknesses of similar businesses in your industry. It evaluates the competition as a whole, and allows for strategic insight into context for marketing campaigns.

UX/UI Design

- **Website wireframes** – The wireframe process is a great way to first focus on the strategy for presenting content. Once wireframes have been approved by the client, it's time to move into creating the designs for the website.
- **Website design -** A "mobile first" design was created with the goal of making the website very intuitive to navigate with all content easily accessible regardless of the device the website is viewed on.

Website Development and nopCommerce Integration

- **Front end and back end development -** Front end and back end developers worked closely together to build and integrate the website with nopCommerce.
- **Custom page templates -** Custom page templates were created to maintain consistency throughout the website and give the client the ability to create basic pages on their own once the website was launched.
- **Custom product configurator -** The front end team made a custom endpoint for the product configurator that then uses Javascript on the front end to get data from the endpoint to see what options should be available.
- **Solr integration** - The products configurator was customized to meet clients' industry specific requirements. In addition, Solr, a standalone enterprise search server, was integrated with a REST-like API, while utilizing Solr's powerful full-text search and near real-time indexing to enhance the catalogic search. Solr is functioning as a custom reductive navigation; catalogic reductive navigation was customized with the Solr's hit highlighting and powerful faceted search capabilities.
- **Customized admin to facilitate website changes -** With that, the client can make basic edits of the site through the admin.
- **Document library restructure -** What was once referred to as the "junk drawer" is now a clean and organized area of the website. We redesigned the UX/UI, restructured the entire functionality of the document library, cleaned up/optimized over 200 PDFs included in the document library, and added new functionality on the back end.

- **RFQ process simplification -** The request for quote process on the website consisted of a series of questions and multiple pages. We updated the process to a one page step, reduced the amount of fields required, and streamlined the user experience. We immediately saw an increase in the amount of RFQs filled out after the simplification process.

- **Product configuration update -** Before the Product Confgurator was created, you could only find Mars Air Curtains by series. For example, a user could only search for a LPV2 (Lo Pro 2) Series or a STD2 (Standard 2) Series. The air curtain configurator was created to allow the user to find products that matched their specific need. For example, now a user can enter common specs like mounting height, opening width, voltage rating and heating mode to view what series best fits their needs.

- **Development of an ROI calculator tool -** The Air Curtain ROI Calculator was created to give specifiers an idea of the energy savings they could realize when purchasing an air curtain. Specifically, what the air curtain will cost to run per year, how long it will take to pay for itself, and how much money they will save.

Online Marketing

The website build was executed in a way to set our online marketing team up for success post launch. It included website search engine optimization, analytics monitoring and custom Google Ads campaigns. Marketing results below.

Result

"Our new website built by Golden Communications, was more robust, informative and easier to navigate. The true power of the new website and the relationship developed between Mars Air Systems and Golden Communications became more relevant AFTER the site's launch. The weekly meetings held between the two companies helped Mars create both strategic and tactical marketing and sales plans to create more opportunities for business with its current customers as well as prospective new ones. Golden Communications does a great job at analyzing traffic to one's site, customer's movement while on the site and areas on the site that are in need of improvement."

- Steve Rosol, President/CEO of Mars Air Systems

With the new website, and marketing services provided by GoldenComm, Mars Air achieved the following:

- Phone call leads increased by 120% year over year
- Request for quotes increased by 19% year over year
- Increased website traffic by 18% year over year
- Increased average session by 17% year over year