

GENERATING E-COMMERCE SALES — IN A BIG WAY

ABOUT PRO STOCK HOCKEY

Pro Stock Hockey sells “pro stock” hockey gear to amateur hockey players at all skill levels. The company engaged Straight North to get the message out about the new company, to stay in front of hockey enthusiasts, and to encourage them to check the website frequently because inventory is limited and continually changes.



STRATEGY

Stay in front of hockey enthusiasts, encouraging them to check the website frequently as all inventory is in limited supply.

KEY TACTICS

- Designed a visually clean email with clear call-to-action graphics.
- Alerted customers to sales, promotions and new merchandise arrivals.
- Gave subscribers the important benefit of early notice of these specials, since supplies are limited.
- Used Pro Stock Hockey social media sites to promote email subscription.
- Used responsive design to facilitate easy reading on desktops, tablets and smartphones.

RESULTS

BUILDING INTEREST

Our email campaign created strong brand awareness and excitement about our client's start-up business.

REVENUE GROWTH

The campaign drove substantial, qualified, interested traffic to the e-commerce website, generating strong and increasing sales conversions.

AMAZING FACT

10,000 VISITORS

In April 2015, the email campaign drove nearly 10,000 visitors to the Pro Stock Hockey website and accounted for 20 percent of that month's transactions.

“Straight North's emails are the centerpiece of our entire Internet marketing campaign, and are generating sales that have gotten our business off the ground very quickly.”

Shawn O'Connell, Operations Manager
PRO STOCK HOCKEY



STRAIGHTNORTH

Make every click count.®