



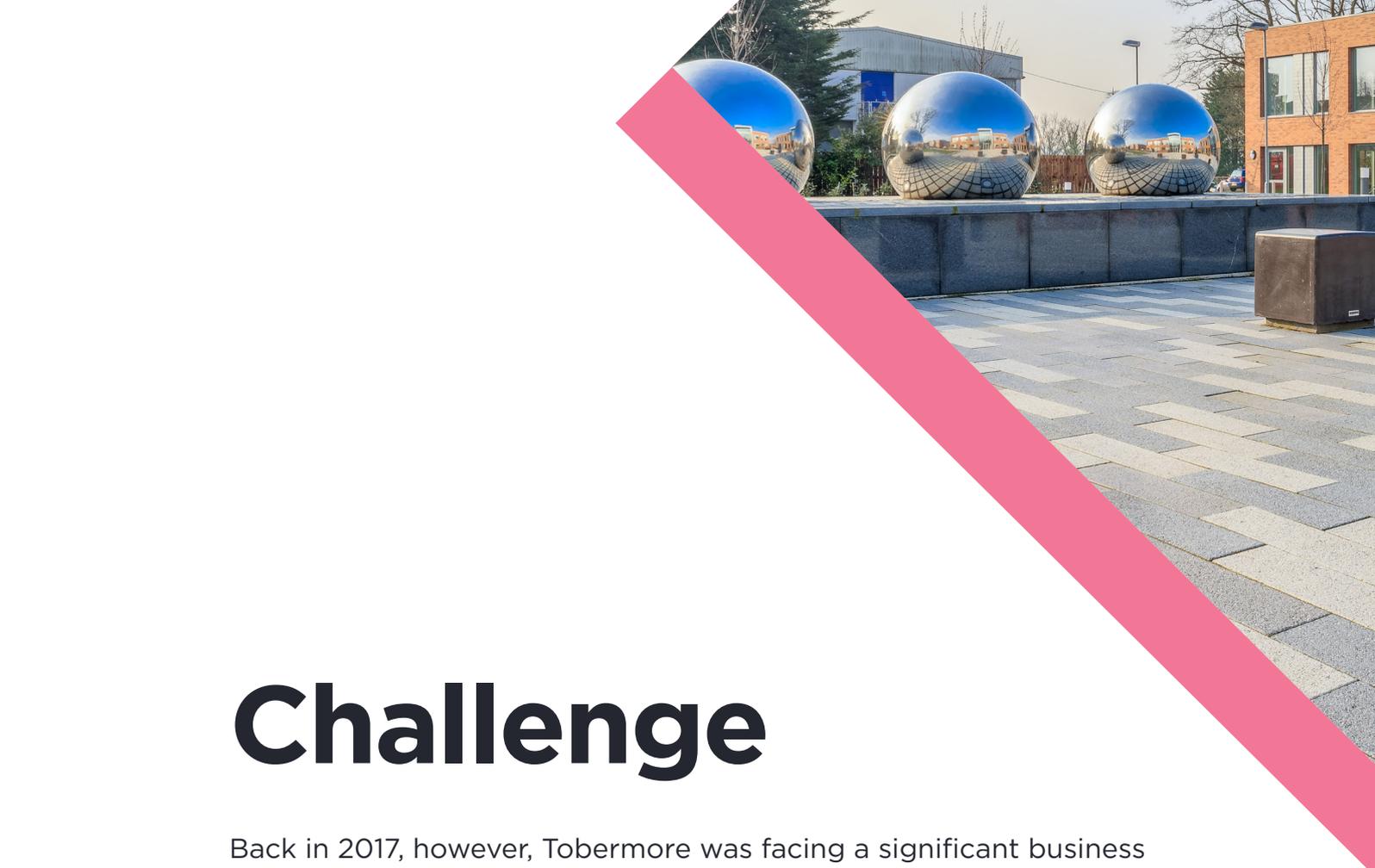
Tobermore Case Study

www.tobermore.co.uk



Introduction

A paving and walling products manufacturer based in Northern Ireland, Tobermore has grown significantly since its beginnings in 1942 supplying sand and gravel to the local community. Now serving both general public and commercial customers in the UK and Ireland, the family-owned business has built a reputation for its high quality construction products, and its pioneering attitude towards manufacturing technology and sustainability.



Challenge

Back in 2017, however, Tobermore was facing a significant business challenge: the firm's website wasn't generating enough new business leads or delivering the benefits the marketing team needed.

The site was dark and dated, and lacked strong imagery – an essential element when selling visually led products like hard landscaping.

There were issues with the site's structure, too. The website was divided into sections designed to meet the needs of audiences from different geographic locations (Great Britain, Northern Ireland and the Republic of Ireland). While it made sense to divide the site up in this way, the split wasn't obvious – users could land on any part of the site and, unless they took a close look at the URL, they wouldn't know they were on a page targeted at users from another region.

At the same time, the site structure and content also had to serve B2C (homeowners and the general public) and B2B (architects, contractors and merchants) audiences. For the user, finding the content appropriate to them was difficult, even frustrating at times.

The way the site appeared in search engine results pages was also confusing for users, with results linking off to B2B focused pages sitting alongside links to B2C content.

As a result of all this, lead generation on the site was almost non-existent. Heatmapping and behaviour analytics research confirmed that users were getting frustrated trying to find the information they needed on the site.



Solution

Before we suggested any improvements to the Tobermore website, we worked closely with the marketing team to understand in as much detail as possible their business and marketing objectives. We closely reviewed Google Analytics and Search Console data. We carefully considered the needs of each target audience, and their individual buying journeys. We consulted with key departments within Tobermore – their sales, product, operations and logistics teams – to understand how the website’s functionality could benefit them, as well as the marketing team.

Our recommendation was to create three ‘microsites’, all living under the tobermore.co.uk domain. One would be focused on the homeowner audience, one on the commercial audience, and one would provide a home for Tobermore’s corporate content. While the branding and look and feel of each site would look the same, the content, calls to action and signposting through the homeowner and professional areas would be very different. Breadcrumb links and other prominent visual cues would make it clear which part of the site a user was on. The homepage would clearly signpost two routes into the rest of the site: “Are you a homeowner?” or “Are you a professional?”.

Having scoped out the ideal online user journey with Tobermore, we defined the calls-to-action that needed to be present on the site to drive web visitors along the right path. Getting people to visit a stockist and purchase Tobermore products was a key objective for the homeowner audience, while providing the design tools, creative inspiration and data needed to make buying decisions was key for the professional audience.

This also informed the content we recommended for each area of the site: primarily led by lots of strong visuals and imagery to help both audiences imagine how the product would look in situ. We also produced content to inform and inspire web visitors, encouraging them to take action through useful blog posts, brochures, a brand new e-magazine, and technical downloads.

Solution



To help the Tobermore team improve their internal processes and ultimately sell their products more easily, we suggested a series of technical tools and features that would sit on the website and provide somewhere to which Tobermore could direct customers and partner organisations to get more information.

These tools included:

- ④ **Internal Sales Tool**
An online store for sales reps to order corporate material for merchants
- ④ **FastFind & Sub-base Specifier**
2 specification tools that allow architects to search and download technical drawings to be used in CAD software
- ④ **Sales Rep Finder**
A directory page created to enable merchants to find local Tobermore representatives
- ④ **Inspiration Gallery**
An area of the site for professionals to see commercial project imagery. This tool was integrated into the site using Tobermore's internal image library using an API.
- ④ **My Favourites Folder**
An area of the site for homeowners to build a 'Pinterest' style inspiration board. Submitting quote requests from this tool allows the sales team to view the board and gain a better understanding of the customers requirements.

Once the site was built, Tobermore took seven days a month agency time with us, which we continue to use to provide strategic advice, analytics, web design and development, and content support.

With these monthly hours, we have since created a number of new tools for the website, as well as a series of landing pages as part of Tobermore's Google Ads and social media advertising campaigns.

Benefit

Since the site launched in 2017, the Tobermore team has seen their marketing activity go from strength to strength. They now see Skweeze as an extension of their marketing team, turning to us whenever they need support on a range of digital marketing activities.

We use a number of collaborative tools to aid each step of the process, giving you assurance and total peace of mind in the delivery of your website to schedule and budget.

“The entire team at Skweeze are now very much ingrained in Tobermore. They understand our products and business model very well.”

Gemma McLaughlin, Tobermore’s Digital Marketing Manager

She continues: “Everyone at Tobermore enjoys working with the team at Skweeze as they always have the answers in terms of website development, with idea generation gained from analysing what works best for Tobermore.

“This has proven to help all the teams achieve specific business goals. There is never a problem that cannot be solved. They have a can-do attitude and are excellent at providing our monthly website insights in order to monitor business goals, website growth and also point out areas of interest and future potential. These insights have helped to progress the company and grow it in the right direction.”

Results

Continued traffic growth YoY

27.5% growth in traffic in 1st year of new website as a result of SEO, web architecture and publishing of quality content.

45.4% growth in traffic (c.500k sessions in 2020) in 2nd year as a result of increased SEO visibility, blog growth, additional new online tools and new marketing channels

Improved performance & engagement

10% reduction in bounce rate across the site as a result of testing & improving calls to action on key pages and improved navigation

Key goals continue to increase YoY

62% increase in usage of the stockist locator in 2020 vs 2019 due to improved usability between UK and ROI (approx 11k searches per year)

67% growth in quote requests from domestic audience in 2020 vs 2019 as a result of increased social promotion, increased brand awareness online and better sign posting to key conversion pages.



Scorpio House
Rockingham Drive
Linford Wood
Milton Keynes
MK14 6LY

mail@skweeze.co.uk

01908 533 353