

DOUBLING QUALIFIED LEADS AND INCREASING MOBILE CONVERSION RATE

Building Value Days



Building Value Days

DETAILS



SITUATION

Historically, farm buildings contributed to a large percent of Morton's sales, particularly during their annual Building Value Days promotion. Due to declining farm income and commodity prices, however, Morton Buildings faced soft sales in the peak sales months of January and February. To reach sales goals, Morton looked to promote their diverse portfolio to other segments, including the rural/suburban- and commercial-building audiences.

CHALLENGE

In the agriculture industry, the name Morton Buildings is synonymous with the product, like Coke, Kleenex and Xerox. But Morton didn't have the same level of brand awareness among non-farm audiences. In addition, Morton was a premium-priced offering in the space.

INSIGHT

Practicality Rules. Customers are extremely practical with purchases in the building category, yet willing to pay a premium if they can be assured of higher quality and customer service.

SOLUTION

We ran a robust, targeted media plan to drive prospective customers to a redesigned homepage featuring new content that helped tell the Morton story and highlighted advantages over inferior competitors.

KPIs / RESULTS

Increase Website Traffic and Returning Visitors

- 69% increase in web traffic compared to the previous period

- 35% increase compared to the previous Building Value Days campaign

- 27% increase in users and an 11% bump in returning visitors YOY

- Returning visitor traffic increased from 35% to 38%

Improve Lead Generation and Time on Site

- Following the launch, people were spending a full minute more on the site

- Doubled the qualified leads from the previous year

Increase Organic Search Traffic

- Mobile conversion rate increased from 3% to 9%

OUR SERVICES

Strategy, Creative, Website Development, Digital Media, Social Media, Content, Video, PR

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HIGHLIGHTS



[MortonBuildings.com](https://mortonbuildings.com)

