

# New Online Sales Funnel Increases Inbound Leads by 434%

CUSTOMER: DUR-A-FLEX, INC.



*Dur-A-Flex, a leading manufacturer of commercial flooring, was facing slowing growth in a recessionary environment and a quickly changing business landscape. They brought in Treadstone Marketing to develop a comprehensive marketing plan to improve leads and sales. Treadstone, recognizing the need to expand*

*Dur-A-Flex's online presence beyond a basic website, hired the Flylight Media team to handle the website redesign. The primary objective of this project, as directed by Treadstone, was to increase sales by improving inbound lead handling.*

## "THE BEST WAY TO EFFICIENTLY CAPTURE NEW LEADS AND CONVERT THEM INTO CUSTOMERS WAS TO SEGMENT NEW VISITORS BY INDUSTRY"

The first task was to reevaluate the fundamental purpose of the Dur-A-Flex website. It was clear that a valuable sales channel was being under-utilized with the existing site; it's purpose was primarily informational and designed for partner contractors and architects rather than existing and prospective clients. While the old site provided valuable resources for that audience, it was not designed to communicate directly to prospects in a way that would aid the company's existing sales and lead generation efforts.

base, a list of the top eight industries was identified for implementation into a sales and lead generation funnel. These industries included Restaurants, Grocery Stores, Food & Beverage Manufacturers and Healthcare Facilities.

The new homepage was designed primarily to segment these visitors by industry. Once identified by industry, new visitors are taken through a brief informational tour, followed by specific product recommendations, and finally to a lead capture form.

**SINCE IT WAS REDESIGNED IN SEPTEMBER 2011, THE NEW DUR-A-FLEX WEBSITE SAW A 434% INCREASE IN WEBSITE LEADS.**

As the architecture of the new website was developed, it was decided that the best way to efficiently capture new leads and convert them into customers was to segment new visitors by industry. This tactic ensured that only the most pertinent information would be served to any given visitor, a necessary aspect of the sales-oriented approach to the redesign. Following an analysis of the existing Dur-A-Flex client

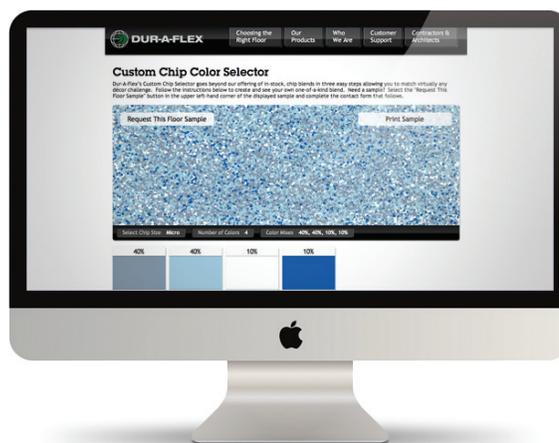


The back-end of the site was designed to forward those leads to Dur-A-Flex headquarters in Connecticut as well as the specific sales representative for that prospect's region. Finally, the site's original navigation was retained and enhanced so the site would continue to be an educational resource for contractors and architects, as well as for existing clients.

Since it was launched in early 2011, the new Dur-A-Flex website proved itself to be a valuable lead generating tool, contributing significantly to the company's renewed growth. Combined with SEO (Search Engine Optimization) and Email campaigns designed by the Flylight team, Dur-A-Flex saw a 434% increase in website leads since the launch of the redesigned site. The new Rep Locator form, a central focus of the redesigned user experience, now generates on its own over three times as many leads as the old website did in total.

## Dynamic Color Chip Selector Tool

Immediately after the website re-design, the Flylight Media team also developed a highly custom web application that no Dur-A-Flex competitor was offering at the time: a dynamic Color Chip Selector Tool. This tool allows current and prospective clients to create unique color combinations for their floors, and is designed to work with any of Dur-A-Flex's chip-based flooring products. Once a color pattern is created, the tool generates a live image preview of the flooring pattern on the fly. A form is included below the tool so visitors can request a free flooring sample featuring their unique color pattern.



*The Color Chip Selector Tool can be found at <http://dur-a-flex.com/home/colorpicker>.*

**DUR-A-FLEX IS STILL THE ONLY MAJOR FLOORING MANUFACTURER THAT OFFERS SUCH A TOOL**