

A Oneupweb Case Study.

BROOKS RUNNING®





WWW.BROOKSRUNNING.COM



BROOKS RUNNING®

Founded in 1914, Brooks Sports, Inc. is a leading running shoe and apparel company that designs and markets a line of performance footwear, apparel and accessories in more than 40 countries worldwide. A subsidiary of Berkshire Hathaway Inc., the company’s mission is to inspire people to run and be active by creating innovative gear that keeps them running longer, farther and faster.

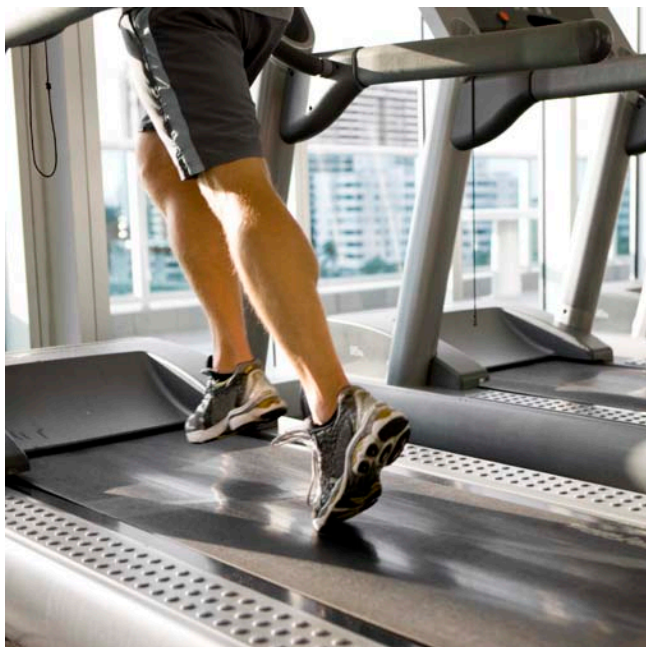
»» THE CHALLENGE:

Some of the world’s most recognizable brands populate the running shoe and apparel marketplace. Being visible online in this competitive environment can be particularly challenging. This was the situation Brooks Sports, Inc. was confronting when they started working with Oneupweb in June of 2006. They occupied just one top-10 position and five top-30 positions for search terms common to their industry.

But visibility was just one piece of the puzzle. Brooks also wanted to generate e-commerce sales through their website. Efforts up to that time had proven ineffective since many, better optimized online retailers sold Brooks’ merchandise.

» THE RESULTS:

- * Within a month, positions began to rise— from 1 to 12 top-ten positions and from 5 to 26 in the top-thirty. But that was just the beginning. After a year, Brooks occupied 51 top-ten positions and 147 in the top-thirty for highly competitive keywords.
- * Sales increases generated by the Brooks website have risen even more dramatically. In the first month of Oneupweb’s natural search campaign, monthly sales rose 54 percent. After a year, sales attributable to natural search had increased a robust 253 percent.
- * The real indicators of Brooks’ increased visibility and enhanced e-commerce sales performance can be found in the synergy realized through integrating natural and paid search. Within a year Brooks’ online sales recorded a remarkable 810 percent rise from combined natural and paid search campaigns.



“Within a year Brooks’ online sales recorded a remarkable 810 percent rise from combined natural and paid search campaigns.”



» THE TACTICS:

After researching the most popular and effective search terms, Oneupweb launched a natural search campaign in June of 2006. One month later, Brooks signed on for a paid search campaign that would assist in improving their overall visibility while promoting e-commerce sales.



» The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for Brooks Running, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.
REQUEST A PROPOSAL TODAY.