

A Oneupweb Case Study.

BUYCOSTUMES.COM[®]

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BUYCOSTUMES.COM®

BuyCostumes.com is the largest retailer of costumes on the internet. In the Spring of 2005, they named Oneupweb as their search marketing partner. Their remarkable growth during this first year earned BuyCostumes.com a position on Inc. Magazine’s list of the 500 fastest growing companies in the U.S. They made the list for a second time in 2006.

» THE CHALLENGE:

In the world of make believe, BuyCostumes.com is the real deal. When they came to Oneupweb, BuyCostumes.com already had an established online presence through its website and an ongoing paid search advertising program. But with competition increasing, the company was looking for more qualified traffic from a natural search program that could compliment and enhance their existing marketing efforts.

» THE RESULTS:

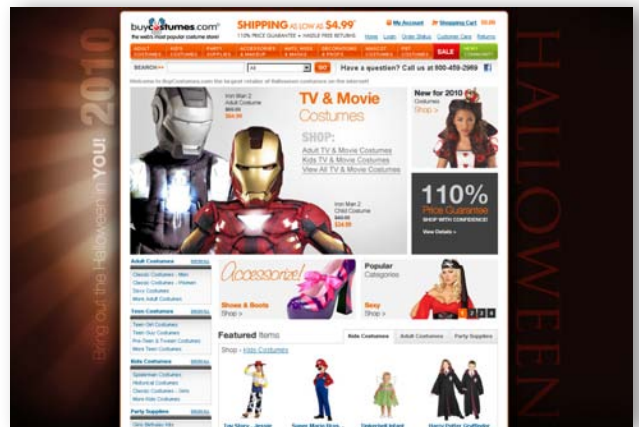
- * On the major search engines, BuyCostumes.com has seen a 675 percent increase in top-ten positions and a 350 percent increase in top-thirty positions.
- * Of all the search terms selected, 97 percent saw a significant rise in natural positions on Google.
- * Unique visitors from natural search rose 540 percent in just one year.
- * Monthly sales from natural search continue to rise—they've nearly doubled—as the company cements its position as the recognized online retail leader in its field.

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» THE TACTICS:

Additionally, Oneupweb quickly got to work on a robust natural and paid search marketing campaign for the online retailer, additionally, Oneupweb has recently assisted BuyCostumes.com with a major redesign of their site; consulting throughout the process to assure BuyCostumes.com maintained their search positions, adding new content to the site, adding a line of party supply products and making the site much more user-friendly. As a result, unique visits to BuyCostumes.com continued to increase dramatically.



» 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 BuyCostumes.com, 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.