

A Oneupweb Case Study.

GLOBAL MARINE
INSURANCE AGENCY®

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GLOBAL MARINE INSURANCE AGENCY®

From globe cruising mega yachts, to the weekend warrior's Saturday escape—Global Marine Insurance Agency is solely dedicated to providing insurance coverage to members of the boating community. With a stellar customer service track record and a stem to stern commitment to every policy holder—Global Marine Insurance Agency turned to Oneupweb for a website that would reflect their position in the industry and help them grow their national client base.

» THE TACTICS:

- * Consolidate several segmented corporate websites into a single, cohesively branded online presence.
- * Optimize site content and user action paths for improved conversions.
- * Design and launch a corporate blog to strengthen the brand and increase boater community involvement.
- * Increase leads generated through the site with optimized forms, intuitive navigation and action oriented design strategy.
- * Implement a content management system to allow for easy site and blog maintenance by the client.
- * Integrate Facebook and the corporate blog RSS feed throughout the site experience for increased social presence.
- * Design a logo and interface for Quote Command.com, their insurance agent portal, to further unify the Global Marine Insurance brand.



» THE RESULTS:

In unifying the Global Marine Insurance brand, action paths became obvious and intuitive to site visitors. By creating a clear distinction on the home page for those who were coming to the site for yacht insurance as opposed to boat insurance, Oneupweb was able to help the brand maintain consistency while increasing visitor conversion rates.



» The Takeaway:

Your prospects are looking for your 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 their target audience with digital marketing. It spelled success for Global Marine Insurance, 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.
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