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CHALLENGES AND GOALS:

Since formation in October 1997, Cutting Edge has become the leading Siemens PLM Software Solution Partner in the UK.

Based in Leaffield, Oxfordshire, England, they are able to provide excellent business solutions and support for companies utilising state-of-the-art computerised technology.

Taking a refreshing and no-nonsense approach has helped Cutting Edge to become one of the largest and fastest growing Siemens PLM Software Solution Partners in the UK.

Supporting well over a thousand Solid Edge users, from one-man consultancy to multi-national corporations, Cutting Edge engages in business partnership for application help, advice and ongoing support.

However their old website did not match up to their leading edge brand image. Neither did it adequately support their existing customers through a secure intranet or provide a persuasive presence to drive new potential customers to.

THE SOLUTION:

They had already investigate technologies and were convinced that DNN was the right route, and WSI's DNN based product, Business Edge with it's highly configurable component modules exactly fitted the bill.

Our designers came up with a fitting brand image which the directors loved, and the user friendly content managed system (CMS) allowed the client to upload a considerable amount of content at a pace to suit them

Once testing was complete, of both the prospective customer facing content and the existing customer intranet area, the DNS was cut across and the new website launched.

We then commenced 3 Google PPC Campaigns across their product range, with up to 30 separate adverts, which provided valuable data on those that converted.

RESULTS:

In the first few months following launch, an increase in revenue of over £12,000 was recorded.

Once we had learnt from the Google campaigns, which keywords drove most relevant traffic to the Cutting Edge site, the challenge was to find a way of accurately tracking Return on Investment (ROI).

It was also important to track the conversion ratios at every stage of the 'end to end' sales process (e.g. % converting from FREE trial to licence purchase) so that ROI improvements could not only be made in the lead generation area, but throughout the new customer engagement cycle.

To achieve this, we introduced WSI Adworks, which not only ensured economic exposure across 98% of UK search engines (Google, Yahoo, Bing etc) but also introduced automated tracking mechanisms.

In the first 8 weeks of the WSI Adworks campaign, we were able to drive down the 'cost per visit' by over 50% (0.46p to 0.22p per visit). During this period the adverts generated 83 trial requests, 17 telephone enquiries and 3 online enquiries.

Furthermore, using proxy telephone tracking Cutting Edge can now listen to every incoming enquiry from the WSI Adworks campaign, and rate them according to value (e.g. enquiry, quote, sale etc).

This not only feeds back to promote more productive Ad keywords, but also allows them to improve their enquiry handling and accurately track ROI.

Future developments planned include more SEO work and Social Media Optimisation as appropriate.

TESTIMONIAL:

"We are very pleased with the appearance and performance of our new web site.

WSI opened our eyes to what can truly be achieved through this media. This has delivered a dramatic increase in sales leads from the web, plus we appear to understand why!!

Allen Blackwell
MD Cutting Edge Solutions Ltd

WSI Consultant:
Rob Thomas
South West, UK

