

# Case Study: Molded Fiber Glass

National Fiber Glass Manufacturer



## The Challenge:

Carl LaFrance, Vice President of Marketing of Molded Fiber Glass, knew he needed to transform his company's outdated brochure web site into a useful sales tool. But the competitive nature of the fiber glass industry prevented Molded Fiber from focusing on anything but their core manufacturing competencies. So the web site continued to sit on the sidelines.

This all changed when Mike Kitko, Cleveland Thomas Rep, invited Carl to attend an Internet Marketing Seminar hosted by BusinessOL and Thomas Register. This seminar helped convince Carl that many of his existing and prospective buyers were already using Molded Fiber's web site to make purchasing decisions. The Web, once a back burner issue, now became a priority.

The BusinessOL seminar showed Carl how a well-designed, content rich web site could fully take advantage of the quality traffic from the Thomas Register Program.

## The Response (Before and After):

At Carl's request, BusinessOL and Mike Kitko provided Molded Fiber with a complete Internet Marketing Strategy including: a highly usable web site, integrated search engine optimization, and web site tracking. With a complete and measurable Internet marketing program, Molded Fiber Glass was on its way to gaining a competitive edge.

## The Results:

A new sales channel was created. The Results speak for themselves:

Before



After