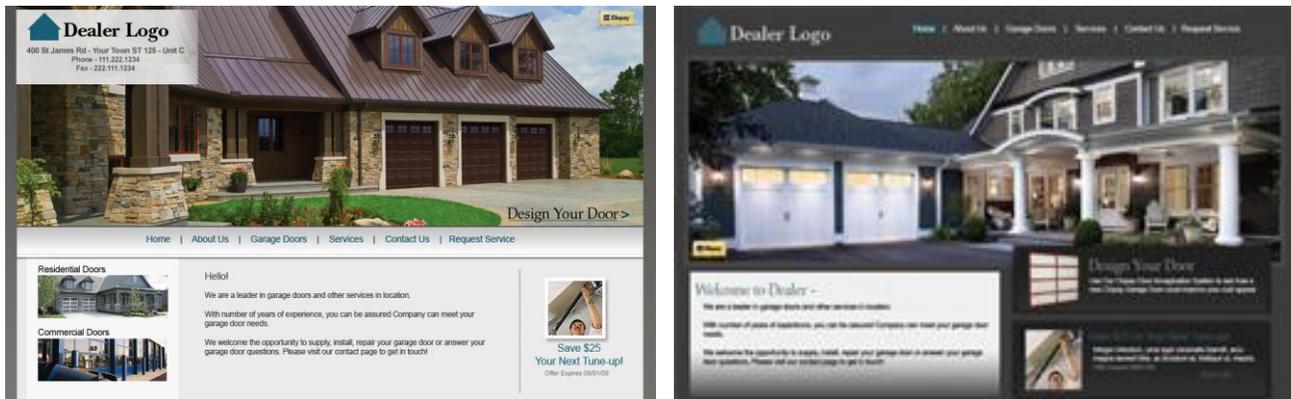


Dealer Channel Web Marketing

ViewSource CASE STUDY



Dealer Channel Website Program Clopay Building Products Corp, Mason, OH

Clopay® is the nation's largest garage door manufacturer and distributor in which their products are sold through hundreds of dealers across the country. Clopay engaged ViewSource to create a dealer website program that showcases Clopay brand products while empowering dealers to manage their own websites with access to timely customer service support. Additionally, Clopay needed interactive, customer-focused content, published in one central location with automatic content feeds to participating dealers' websites. Lastly, this approach must enhance the search engine visibility of Clopay and its dealer partners in accordance with published search engine guidelines.

Solution

The price point set by Clopay would allow for dealers to participate started **@\$60.00 per month** with optional enhancements priced separately. ViewSource deployed a website dealer program offering tiered service levels along with website options enabling dealers to obtain the look and features that fit their interests and needs. Integral to the dealer website program is having access to Clopay's premium interactive web content in which consumers can configure a door product based on personal preferences for desired features e.g., construction, hardware, finish and glass. Distributing Clopay's premium content across its dealer channel is made possible by a content management framework constructed by ViewSource. Dealer program highlights:

1. Automated content feed to pull premium content from Clopay into dealers' websites seamlessly
2. Content management tools and training enabling dealers to easily update their own websites with personalized customer service technical support from ViewSource.
3. Social media integration to Facebook and blog.
4. Incremental improvements to the program such as design upgrades; coupon promotions; live chat; and individual dealer performance monitoring (inclusive of: search engine ranking; unique visitors and sales leads generated)
5. Free complementary mobile website version.

Each site features market-specific custom content and invites dealer personalization. The concise, step-by-step process of creating each site keeps the dealer informed and involved, and provides assistance with everything from the acquisition of a domain name to the creation of email accounts. Dealers' websites are monitored for key performance criteria including search engine ranking, sales leads and visitor habits. A Search Engine Optimization Plan of Action is suggested when sites are not performing well on a consistent basis.

Results

- Improved local market online search visibility with *Google Places*
- TOP-10 Google ranking: AVG = 77% in large market; AVG = 89 % in medium market; AVG = 84% in small market
- No startup cost for Clopay
- Dealer program retention rate of 95% over the past year.