



 **maximuscle**

Finalist
Best use of online media



tradeIT



Over the past 12 months Maxinutrition has gone from strength to strength online seeing an overarching growth of 12% year on year. As the market leader and in a time of National recession, the performance of the company has been exceptional. A major contributor within the brand portfolio is the direct business to consumer arm, which generates around 20% of the group turnover. The integration of a complete sales and marketing strategy with Red's ecommerce platform has greatly aided the continued strong performance against market adversity.

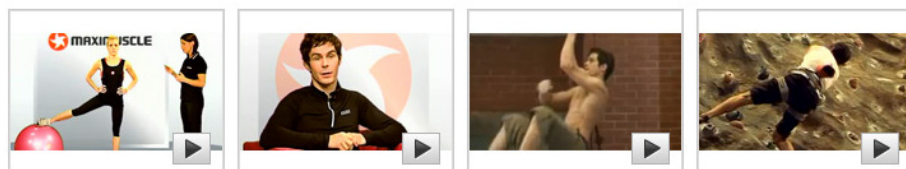
Launching new brands and international ecommerce offering

Maxinutrition has integrated a complete online media strategy to increase the number of unique visitors to its sites, whilst simultaneously launching 2 new brands and a new International offering from the tradeIT ecommerce platform.



Customer groups, social media and rich media content

Combining the use of online behavioural targeting, social media, pay per click, search engine optimisation and site conversion has led to an increase in unique traffic, a higher proportion of new market share, and an increased site conversion rate. The rich media content that we provide to our consumer is increasingly fast paced, modern format and relevant, and as a result we have experienced greater user feedback, higher sales and a consistent conversion rate. We have also identified the shortfalls in certain customer journey processes and have been able to correct these to reduce our bounce rates and increase our conversions.



65%

increase in unique visits year on year from online media campaigns



60%

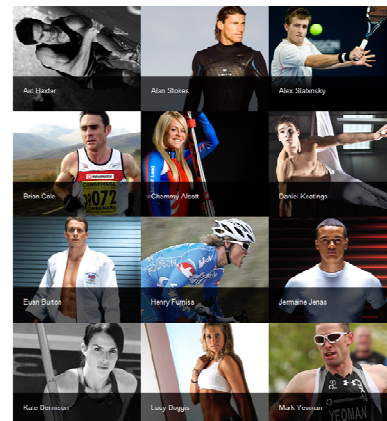
increase in international visits from the start of the year



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Brand champions video and interactive content

The extended use of video content and dedicated brand “champions” in particular have really added value to our online proposition as it allows us to appeal to our market in ways that previously were not as engaging. The use of video has been integral in allowing us to normalise our brand and make it more appealing to the masses, while the use of brand “champions” has allowed us to answer specific customer enquiries and questions in a more personal and interactive way. This has been very strong in building upon our market leading reputation, and reaffirms our position as the premier source of information and advice in the supplement industry.



A fully personalised user experience

Coupled with the complete online advertising network and personalised social media approach, we have extended this “customisation” to personalised landing pages through the tradeIT ecommerce platform to provide the extra personal touch, and more specific individual communications based on profiling. The addition of user involved competitions and challenges including National campaigns like the Dragon Challenge and the recently launched Cyclone Challenge have really engaged our consumer in a new and interesting way. Even the catalogue you request has content and product recommendations relevant to your identified goal, sport and purchase history.

This all encompassing consumer outline has allowed us to create a series of dedicated customer centric profiles, and allows us speak to them on a much more personal and goal specific level. Our aim is to continue to develop this further to ensure that you not only get the best content and advice available wherever you consume media, but it is also in a format most comfortable and familiar to them too.

23%

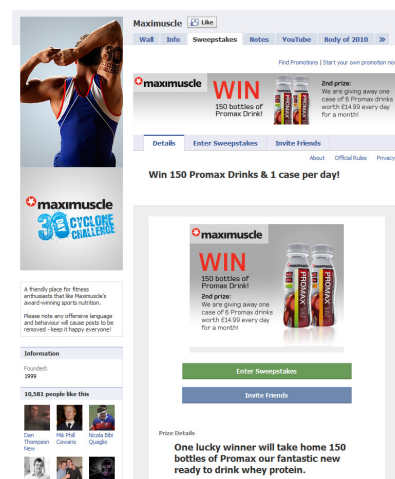
increase in overall unique visits from the start of the year

Maxinutrition’s ecommerce partner

Red Technology has been a leading UK e-commerce solution provider since 1998 and has delivered over 400 CMS and e-commerce solutions to organisations of all sizes across the UK. Red has worked with numerous leading online retailers to design, develop and deliver ecommerce solutions, proven to attract, engage and re-engage customers. Red’s e-commerce solutions include e-commerce platforms, website design, e-commerce development, online marketing and e-commerce hosting.

Talk to us

Find out how our e-commerce expertise can transform your business, contact us on +44 1865 880 800 or email us at info@redtechnology.com



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