

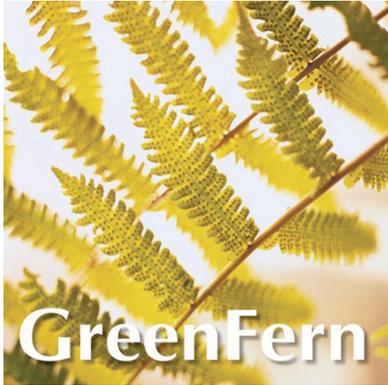


i-Dynamics

Inspired Process Automation

Green Fern Garden Furniture Double Sales

with i-Dynamic Solutions



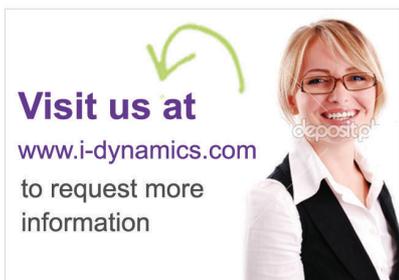
Green Fern, an online retailer of garden furniture based in the UK, employed online marketing specialist i-Dynamics with dramatic results, to improve their Internet reputation by increasing traffic to their site, improving visibility and resultant sales.

By making use of a bespoke combination of blogging, SEO, social media and email marketing Green Fern have more than doubled visits to their website which has led to increased sales. Robert, proprietor of Green Fern said;

“ Dynamics were easy to deal with, implementing a bespoke package for my budget was ideal. They used a range of tools to reach an audience across the web and within a month there was a noticeable increase in phone calls and traffic to the site. By the end of the third month our year on year sales for the same period had doubled. ”

“ i-Dynamics handled everything giving me more time to deal with core business as well as the increase in calls and sales. I particularly appreciated the monthly reports which showed me in detail what was working and what was not, the changes being made to fine tune the strategy and the results, it was easy to understand and comprehend the strategy and focus on running our business.” he added.

The analysis of data was instrumental in pushing Green Fern above competitors like Tesco and Homebase in search rankings in the relevant areas, and by focussing on specialist product ranges. Detailed examination of incoming data was a key strategy enabling adaptation of the campaign to the most successful streams. The solution demonstrated how correctly implemented marketing does not have to be expensive to be effective if managed in the correct way.



Visit us at

www.i-dynamics.com

to request more information



Call us

+441722 480100

i-Dynamics marketing is aimed at offering a complete internet reputation management service. Combining search engine optimisation techniques, with social media and digital marketing including email and SMS into bespoke packages to maximise results..

Detailed monthly reporting provides significant analysis giving the opportunity to fine tune marketing programmes which allows small and medium size businesses to compete with the giants and thus have a fair chance at holding their own in an increasingly competitive space.

Adaptability and flexibility has to be key in saving clients time and money in reaching their objectives.

With the i-Dynamics solution daily analysis steers the resources down the best channels giving them a cost effective result and return on investment.