

# WooCommerce Dev & Social Marketing for Tool Importer

## PROJECT DETAILS

 E-commerce Development

 Sep. 2020 - Ongoing

 \$10,000 to \$49,999

“  
*“The fact that we’ve given them a lot of autonomy and trust that they know what they’re doing is a big deal.”*

## PROJECT SUMMARY

Incite Response Inc. has developed an e-commerce site for an import company, integrating a WooCommerce backend into an Oracle system. They’re now building out more integrations and oversee social media ads.

## PROJECT FEEDBACK

In one week, Incite Response Inc. has managed to attract 106,000 website views, which far outperforms the industry average. Delivering consistent results has helped the team inspire trust in their expertise, which allows them to work near-autonomously to get the job done.



## The Client


Introduce your business and what you do there.


I'm the director of marketing at an import company based in Seattle called Steel Vision Tools. Our primary business is hand tools and equipment, which we import, market, package, and sell to brick-and-mortar retailers.


## The Challenge

What challenge were you trying to address with Incite Response Inc.?

As a lot of people have been doing these days, we're trying to pivot into more of an online presence in the wake of COVID-19. Our previous hand tools and equipment site wasn't e-commerce-capable, so we relied on Incite Response Inc. to build it out.

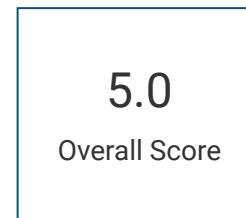
 **Marco Desimone**  
Marketing Manager, Steel Vision Tools

 **Manufacturing**

 **11-50 Employees**

 **Seattle, Washington**

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

Incite Response Inc. has basically created a new website for us using our provided photos and copy. They've really taken it to the next level in terms of site navigation and features. It's now a fully e-commerce-capable solution that has a WooCommerce backend and integrates with our in-house Oracle system. Currently, they're working on more integrations with Amazon, Wal-Mart, Home Depot, and ShipStation.

Outside of that, they've helped us maximize our site speed so that it would get factored into Google's algorithm. There have been a lot of little elements like that that they've optimized, and those details can make a big difference. They also manage our social media marketing and write copy for daily responses to comments.

### What is the team composition?

We've worked with six people from their company. I primarily deal with Laura (VP) and David (President). Then, there's a woman who oversees our progress on our social media marketing efforts and website analytics. Another woman helps us write copy for our social media ads. Finally, they have a man in California who helps us with our site integrations and in-house Oracle system.

### How did you come to work with Incite Response Inc.?

There are lots of companies in my area that provide these types of development and marketing services. We narrowed our shortlist down to about 3-4 candidates and had conference calls with each. Incite Response Inc. stood out because we really liked what they had to say. The team was very open and easy to talk to, so it seemed like they were the best fit for us.

### How much have you invested with them?

We've spent at least \$30,000.



## What is the status of this engagement?

They've been working with us since September 2020.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

The amount of traffic that's been pushed to our social media and website is a great example of Incite Response Inc.'s impact on our company. In one week, we've received 106,000 views for our website when the average used to be a quarter of that per month. These results are way above the industry average.

Their team has used their experience to really guide us and point us in the right direction. Thanks to them, we have a better understanding of effective digital marketing tactics and how people behave online.

### How did Incite Response Inc. perform from a project management standpoint?

They strike a good balance on meetings, scheduling Zoom calls only when they have something important to say. Otherwise, they're in daily communication with myself and my team.

### What did you find most impressive about them?

The most important thing is the trust we have in them. We've received a lot of warnings about ineffective social media marketing companies that charge an exorbitant amount of money only to take a long time to produce results, if there even are any.

Incite Response Inc. isn't like that. The fact that we've given them a lot of autonomy and trust that they know what they're doing is a big deal. They've shown discretion with their spending and how they represent my company, and it's been helpful not having to constantly monitor their work.



## Are there any areas they could improve?

Maybe someone with more experience could come up with a critique, but I can't think of anything off the top of my head that Incite Response Inc. struggles with. I thought that this partnership would be a lot more hands-on, but, so far, it's been a seamless transition to let them take control and handle our account.

## Do you have any advice for potential customers?

Trust in their ability to do what they do. They're really knowledgeable about their field, but the relationship still requires a lot of back-and-forth. To be effective, you should designate at least one person to make sure that their team is getting the responses they need on a daily basis.

