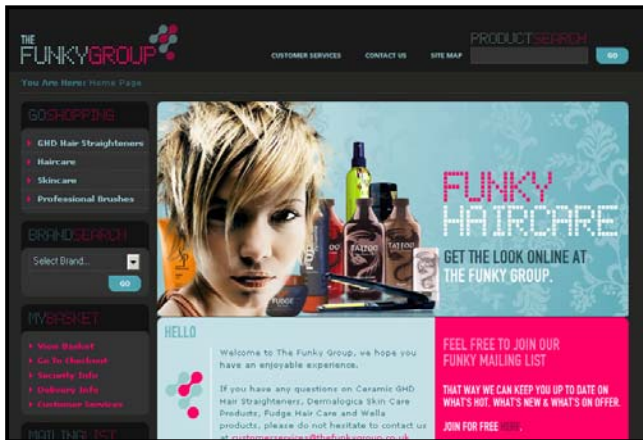


Case Study - The Funky Group – www.thefunkygroup.co.uk

The Funky Group sells professional hair care, skin care and beauty products online. The company supplies high quality products such as GHD, Fudge, Chill*, Wella SP and Nu:U. This website project involved website development, search engine optimisation, pay per click marketing and vertical marketing. The development of the website began in October 2005.



At the end of website project, the Funky Group had achieved the website that they wanted. The business now has a visual and impressive online presence that is attractive to their markets and client base.

The ability to browse and buy their products online via a secure environment is seamless and can be completed within 4 clicks of entering the website. The Funky Group has grown in a matter of a few months from a business start-up to a major player in the online hair and skin care industry.

Online Marketing

For the launch of the website, Com.Motion Consulting carried out 'organic' (optimisation of the website to obtain free listings) and 'pay per click' marketing for the business with staggering results within a few weeks. The business now appears on the major search engines and is achieving online sales as a result of this targeted approach.

The Funky Group is now visible on Google and MSN. Listed below are current positions for organic (free) brand and product searches for May 2006 – dramatic results for only 2 months of trading online.

Brand Product	Google	MSN
Funky Group	Page 1 Position 1 – 10,600,000 searches	Page 1 Position 1 (UK) – 301,000 searches Page 1 Position 4 (www) – 307,000 searches
Wella SP Men	Page 1 Position 5 – 84, 800 searches	Page 1 Position 1 – 10, 637 searches
Urban Culture Gel	Page 1 Position 3 – 684,000 searches	Page 1 Position 1 - 90,000 searches
GHD Mk3	Page 1 Position 5 – 36, 300 searches	Page 1 Position 1 – 900 searches
Fudge Dynamite	Page 1 Position 10 – 404,000 searches	Page 1 Position 1 – 52,000 searches

The Funky Group website was launched in March 2006 and is continuing to grow and improve its online visibility through targeted PPC campaigns, shopping site listings, Froogle and organic placement, managed by Com.Motion Consulting. This has been a fantastic start and will only improve with our management.

Would you like to know how Com.Motion Consulting achieves these dramatic results?

We follow a staged process to ensure that your website achieves high rankings and delivers in terms of the sales you expect.

Phase 1 - Website Requirements Brief	Phase 2 - Website Invitation To Tender
<p>Com.Motion Consulting created a website brief for The Funky Group which ensured that the foundations were right from the start.</p> <p>The requirements brief involved a number of elements:</p> <ul style="list-style-type: none"> • Aims and objectives • Brand awareness • Customer and target markets • Business competitors • The legalities of being online • Website design & structure • Type of website • Online marketing • Payment gateways • Future developments • Costs <p>This brief was an excellent tool for the business to take their website project forward and was a working document that was changed and updated as the business considered how best to represent themselves online to their target markets and audience</p> <p><i>Benefit –</i> All areas of the project were discussed at the start, ensuring that the website was a success from the launch</p>	<p>The next step was to go through a tender exercise that involved the following:</p> <ul style="list-style-type: none"> • Prepare an Invitation to Tender (ITT) document • Invite Expressions of Interest (EOI) • Analyse and shortlist EOI • Submitted detailed ITT to short- listed design companies • Score and evaluate returned tenders • Feedback to unsuccessful companies and • Appoint successful design company <p>This process allowed the Funky Group to select the most relevant design company based on their website design requirements.</p> <p><i>Benefits –</i></p> <ol style="list-style-type: none"> 1. Professional supplier selection not just about costs but quality. 2. Fair and professional process in supplier selection allowing them to pick the right one for their business needs

Phase 3 - Website Development

Com.Motion Consulting assisted our client in the development of their website and engaged with the appointed website design company on all matters of the build.

- Website design
- Website content management
- Website copywriting
- Website project management
- Website optimisation
- Website testing
- Website launch

At the end of this process, The Funky Group had the website they requested at the start.

Benefit –

Project management in place to meet all website development milestones and goals.

Phase 4 - Online Marketing

Com.Motion Consulting looks after the online marketing requirement for The Funky Group and below are a number of activities that are carried out on a monthly basis for the company.

- Statistical and analytical analysis on website traffic
- Competitor analysis
- Content management
- Webpage development & keywording
- Submission to search engines & directories
- Research on appropriate link directories
- Website link growth
- Pay Per Click advertising & marketing – Google network, MSN & Yahoo
- Froogle
- Submission to relevant shopping websites

Online marketing is a huge part of this project and was considered at the website requirements stage. As a result, The Funky Group is now experiencing sales through 'organic' listings on the search engines together with sales via their PPC campaigns.

Benefits –

1. Customer expectations exceeded
2. Increased brand awareness
3. Clear visibility on Search Engines
4. More enquiries and sales

If you have any questions about this case study, please contact Com.Motion Consulting direct on:

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