

CLIENT : **GLIDETRACK**

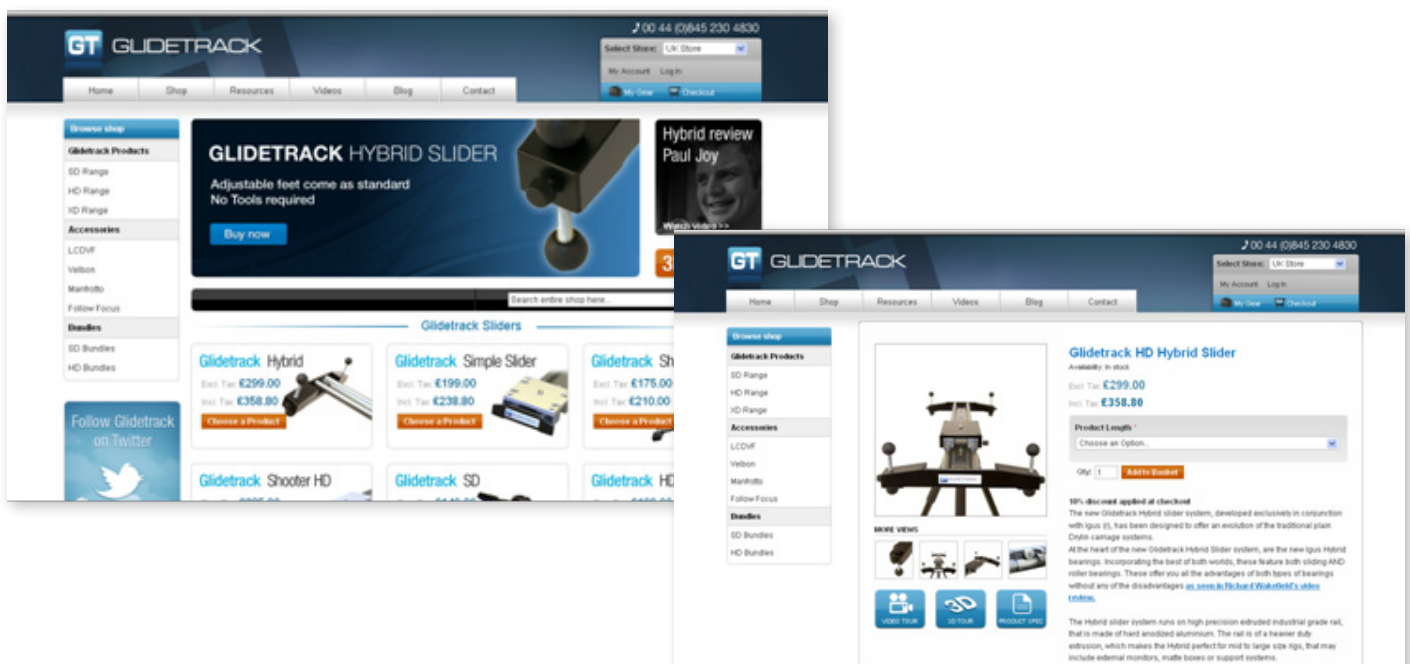
GLIDETRACK IS A UK BASED ONLINE RETAILER AND MANUFACTURER OF ITS OWN PRODUCTS IN THE VIDEO ACCESSORIES MARKET. THE BUSINESS WAS SET UP IN 2008 BY A UK ENTREPRENEUR WHO INVENTED A PORTABLE VIDEO CAMERA SLIDER SYSTEM FOR AMATEUR AND PROFESSIONAL FILMMAKERS THAT ALLOWS THEM TO CREATE INNOVATIVE SHOTS AND MOVES. IT IS AN ONLINE BUSINESS SELLING DIRECT TO CONSUMERS WORLDWIDE.

Challenge

Brightfire has partnered with Glidetrack since April 2009 and been highly successful in building an online business that has grown by 600% in that time. As the market has started to mature we undertook a strategic review to identify how we could continue to increase sales as competition increases.

Project Goal

To increase sales. Through building an online community of brand advocates that would promote brand online and increase the visibility of Glidetrack resulting in an increase in sales leads and customers globally.



Game Plan

In order to build an online community we created an integrated inbound marketing plan.

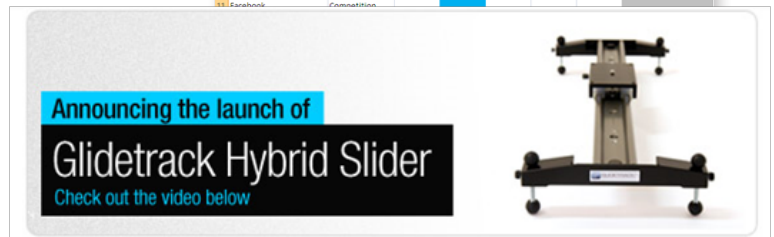
Product Launches

Glidetrack are renowned for their innovation and as such a variety of new products are continuously launched. It was essential that the inbound marketing plan aligned with product launches to generate as much exposure for the brand as possible.

One example of this was the launch of the Glidetrack Hybrid Slider.

Email Campaigns

GT GLIDETRACK	A	B	G	H	I	J	K	L	M
Hybrid Campaign activities									
Hybrid Launched									
Website Changes implemented									
Priority Notice Email									
Launch email									
Press Release									
Blog									
Video									



Brightfire were required to create a buzz for the new product both prior to launch and during launch. We achieved this by creating value add content pieces and distributing them through a variety of channels online.

We created two video pieces, one to create pre-launch buzz by highlighting some of the Hybrids key features and a more in-depth video, explaining precisely the benefits of the product for launch.

Both of these video pieces were used in separate mail blasts to existing, opted-in Glidetrack customers. The first blast contained a pre-launch announcement stating that a new product was ready for release. Within this email we pointed to a purpose built landing page where customers could opt in for priority notification as to when the product would be available. Those who opted in were give exclusive access to purchase the product period 24 hours prior to full launch.

The pre-launch activity and priority notice was designed to build additional hype within social media while further building the relationship with existing Glidetrack customers.



70% open response rate to pre-launch mailer

Game Plan

An additional email blast announced the the Glidetrack Hybrid was available for launch and contained the second, product focus, video.

Exploiting the active blogosphere contacting key bloggers within Glidetrack space and asked them to write blog reviews of the product and post them to their own blogs also created a significant amount of hype for the product launch.



GT GLIDETRACK™

Now available to buy at Glidetrack.com

The Glidetrack Hybrid Slider

Buy now >>

Announcing the launch of the Glidetrack Hybrid Slider

Check out the video to find out more!

Glidetrack Hybrid Slider is available to pre-order from 31st January, exclusively via glidetrack.com and selected specialist retailers.

Watch out for the special introductory offer of 10% discount at glidetrack.com

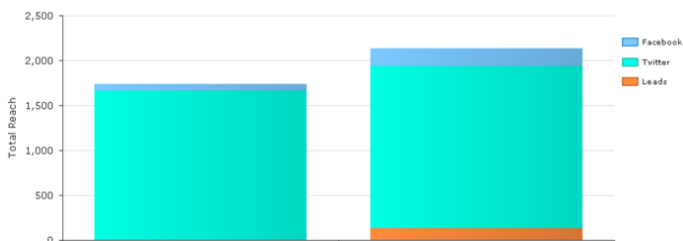
2000 unique views of launch video

Results

The Glidetrack community has grown significantly. There are over 2100 followers and fans on Facebook and Twitter (Facebook Fans alone grew by 168% during the Hybrid Launch) and 3000 Glidetrack tagged user videos on Vimeo.

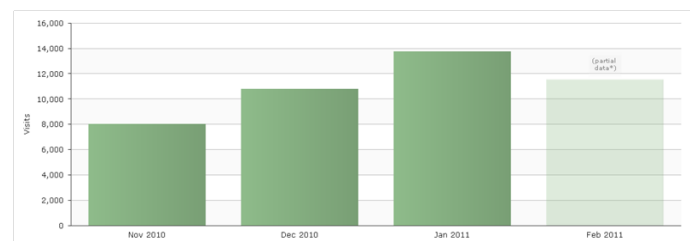
This community has contributed to an increase of total traffic to Glidetrack.com of 58%.

Social media channels also act as a customer services channel for Glidetrack which has reduced the need for dedicated customer service call centres.



The target pre-launch email received an astonishing 70% open rate compared to the market average of 20%. The pre-launch teaser video asset was viewed over 2000 times and was shared approximately 100 times within the Twittersphere among target personas.

15% of existing Glidetrack customers who opted in for priority notice converted from leads to customers within launch week.



By optimising product specific landing pages and optimising our video assets we achieved 1st page Google rankings which significantly increase organic traffic to Glidetrack



A clear return on your investment

By creating an online community of Glidetrack brand advocates, Glidetrack have increased their ability to get found by prospects and convert these into customers. This has been achieved by creating a variety of value add content that is shared within social media and by created SEO and SMO content for major search engines.