



CASE STUDY

Elevation Marketing modernizes an agriculture brand, from messaging and website to online presence

elevationb2b.com



elevationmarketing



BACKGROUND

Stoller is an industry leader and trusted agriculture partner

For more than half a century, Stoller has been dedicated to helping farmers improve their approach to growing crops. Inspired by its founder's vision, Stoller remains dedicated to exploring the "language of plants" and developing new technologies that help feed people around the world. **Backed by groundbreaking research, Stoller products take the guesswork out of maintaining healthy crops by managing plant hormone levels and micronutrients throughout the plant growth cycle.**

The Stoller Group is based in Houston, Texas. It includes 15 wholly-owned subsidiaries and employs more than 1,000 team members who provide unique products and services to more than 50 countries worldwide. Stoller is a respected leader, providing yield-enhancing solutions for crop production challenges such as extreme temperatures, drought conditions, nutrient imbalances and less-than-ideal soil conditions.

CHALLENGE

A skeptical audience, frenemy competitors and underwhelming marketing results

Stoller's crop nutrition products were backed by decades of research into plant physiology that clearly differentiated the company from its competitors, but it faced a number of challenges in the U.S. market. Its name was not as well known among domestic growers as it was in other countries, nor was it as well respected. A competitor had left a bad taste in growers' mouths by marketing plant nutritional products that were unproven and didn't perform as advertised, and Stoller needed to overcome guilt by association. Former employees and reps had taken the knowledge they'd gained at Stoller and become competitors. And, the Stoller website and marketing efforts

were not bringing them the leads they needed to grow their pipeline of prospects, inspire a loyal customer following and increase product sales.

Stoller engaged Elevation Marketing to help them address these challenges and take a clear lead in the market as a respected agricultural partner whose products produced tangible results for growers and gave them a healthy return on their investment. Stoller USA also wanted to set the tone for Stoller subsidiaries in other regions by addressing brand and performance challenges in a way that would produce undeniably positive results and influence others in the company to follow suit.

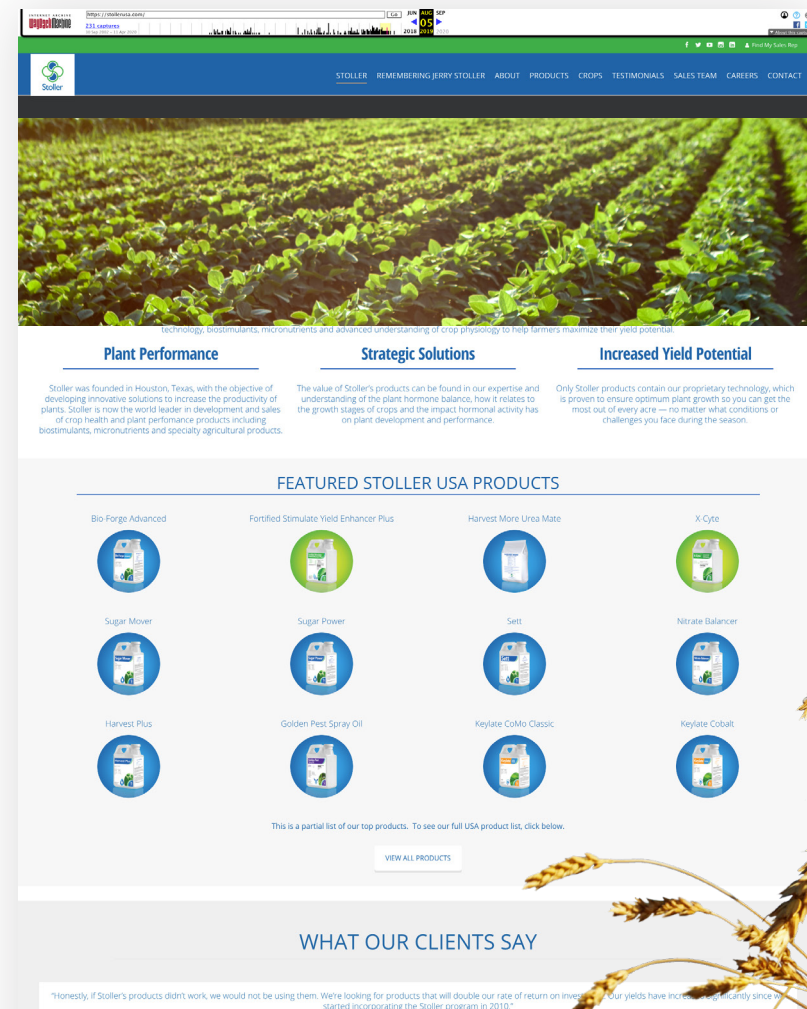


STRATEGY

A multi-phase approach refines Stoller's brand identity and launches a new website that creates user-friendly web experience aligned with seasonal farming needs

Phase 1: Research and discovery

The initial phase of the project focused on assessing Stoller's website, brand positioning and messaging, market and competitive position, and opportunities for customer interaction along the buyer's journey. Research included a qualitative survey, and Elevation Marketing also immersed itself in Stoller's culture and customer experience to reveal perceptions and assumptions about the company and its products. **Simultaneously, Elevation Marketing's web team conducted a thorough analysis of Stoller's existing website, outlining technical, functional, design and branding needs.**



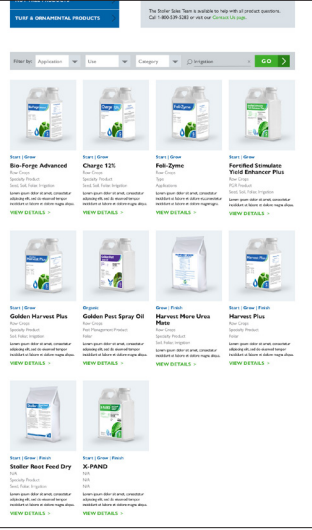
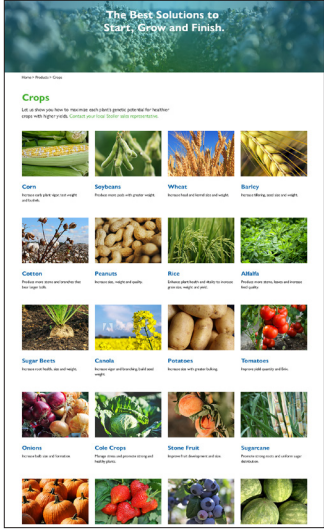
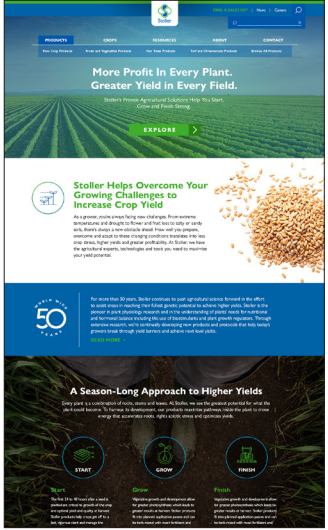
STOLLER SMART

Phase 2: Branding and messaging

With the research and discovery insights in hand, competitive truths were identified; they would serve as the foundation for new messaging and branding. Elevation then collaborated with company leaders to conceptualize compelling content – messaging, photography, assets – that would tell the brand story effectively, address customer pain points and move growers toward a decision to purchase. Stoller wanted to highlight the partnership approach it takes with its customers. The company's new tagline – “Stoller Smart” – did just that, emphasizing the science behind its crop nutrient products and the incredible depth of knowledge growers possess. As well, the phrase “Start, Grow, Finish” was established as a way for customers to quickly identify which products were appropriate for each phase of plant growth. Together, these served as the foundation for messaging across the website and throughout Stoller's marketing assets. A strategic media plan was developed to capitalize on opportunities for lead generation and sales growth.

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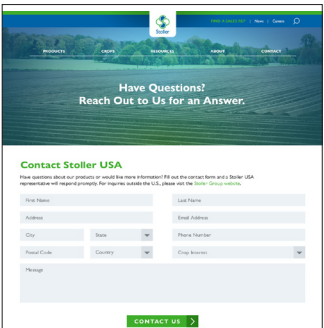




Phase 3: Creative and campaign

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The research was also central to the development of creative concepts that would be visually compelling, improve user flow throughout the website, provide a consistent customer experience, encourage customer engagement and ultimately, boost conversion rates. The creative was instituted throughout the website. Assets were created for the first two-track marketing campaign aimed at increasing awareness of the science behind the brand and two of its flagship product formulations, and capturing leads by driving customers to landing pages set up for A/B testing. Campaigns consisted of paid search marketing, display advertising, display retargeting, and the aforementioned landing pages.

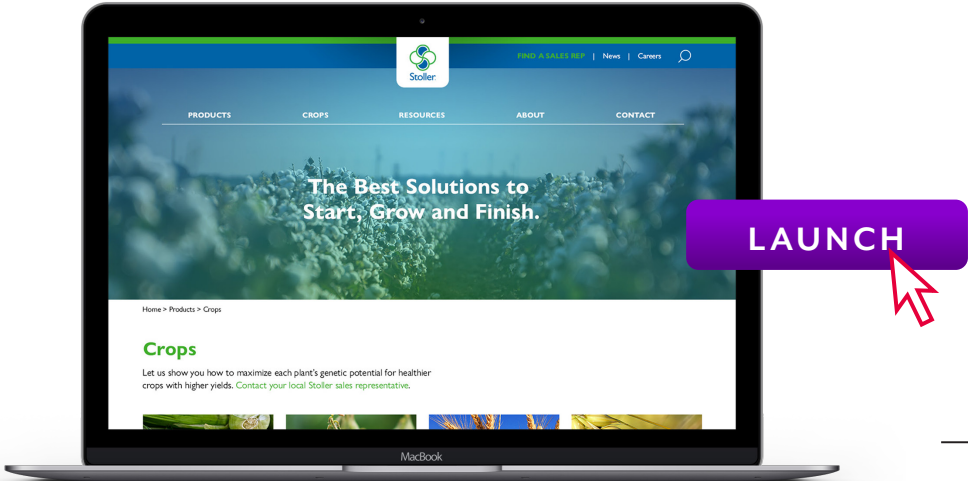


Phase 4: Site plan, testing and launch

A strong architecture supports higher conversions and engagement. The research and website analysis were used as the basis for a complete site plan – architecture, UX, UI – that outlined the relationships, dependencies and flow of information for visitors to the site across the homepage and interior pages. Product searchability across a number of criteria was a priority, as was a robust resources page. Elevation then moved into building the site, following best practices for modularized, reusable code for site speed, mobile-friendly design, reduced error potential and future extensibility.

Prior to launch, extensive internal quality assurance (QA) activity was initiated, including browser and device testing. Tracking features were installed, and Elevation Marketing confirmed that the site met its proprietary 80-point SEO certification standards. A site migration plan was created, and the Elevation team held a training event with support materials and deep site walkthroughs for the Stoller team. Elevation also created an easy-to-use custom dashboard, so the Stoller team could track campaigns and assess their ROI.

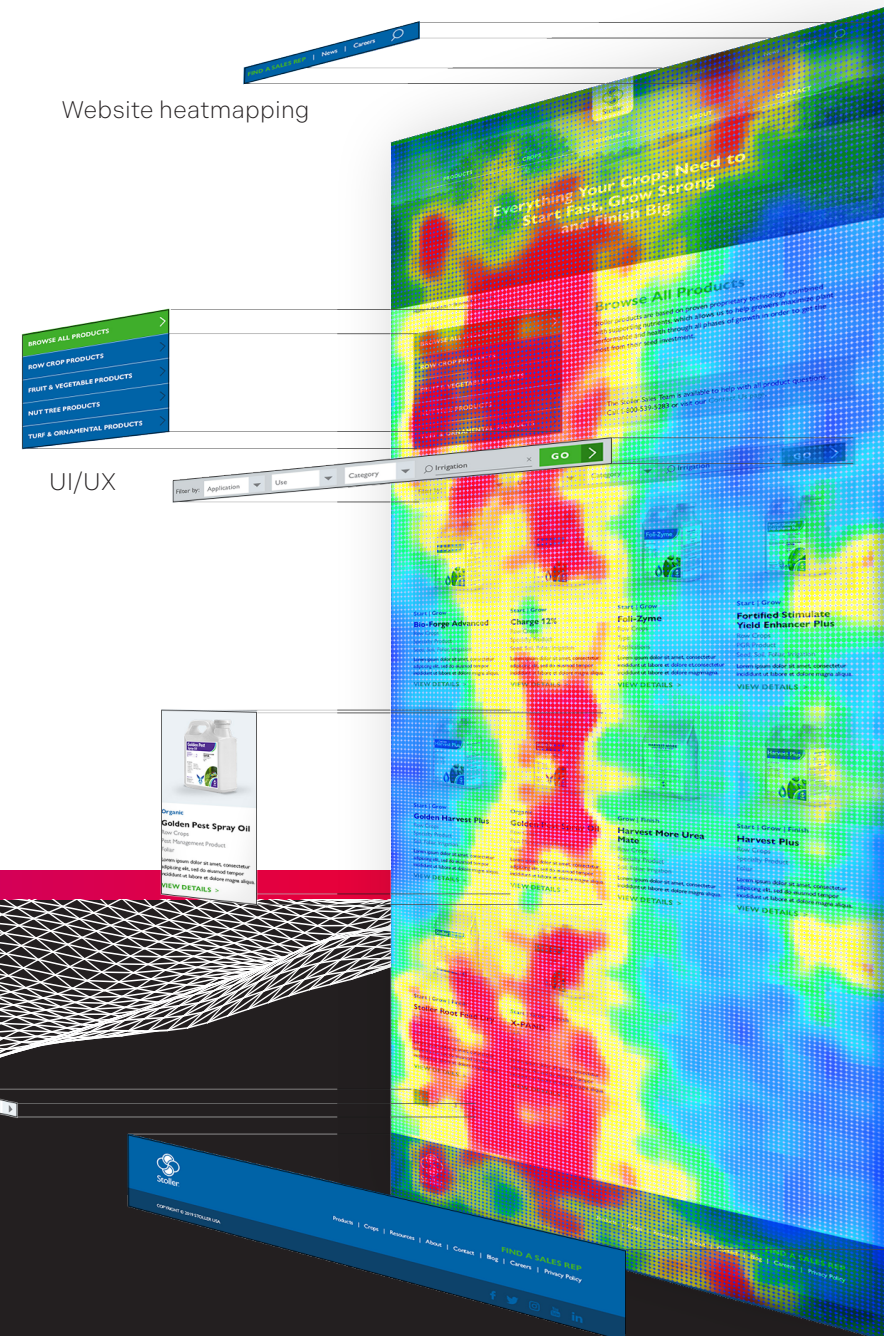
At the completion of extensive pre-launch testing and training, the Elevation team was ready to launch. A backup and archive of the old site was established, and the new site was launched through an approved hosting environment. With no site downtime, and in the virtual blink of an eye, a fresh, new StollerUSA.com was born.



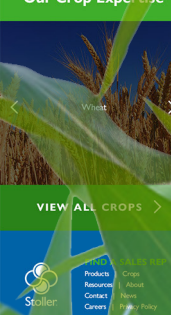
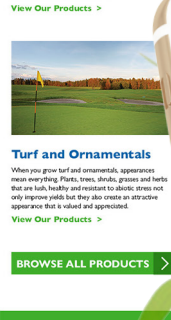
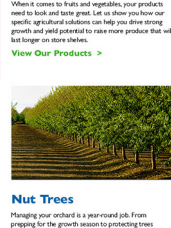
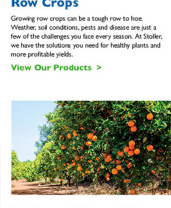
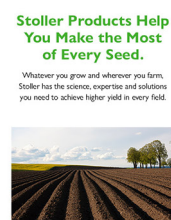
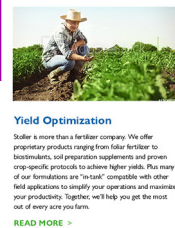
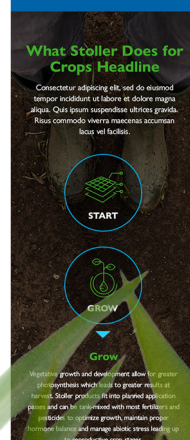
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- Research and competitive analysis

UI/UX



Mobile and Desktop Website Design





CROP STRESS HAPPENS. FIGHT BACK.

LEARN MORE



Paid search marketing, display
advertising, retargeting



RESULTS

Immense gains in traffic and leads

With refreshed messaging and content tailored to individual vertical markets, the new StollerUSA.com brought tremendous business gains for the company. **Results included:**

25 MILLION

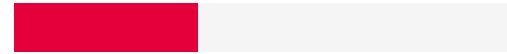
impressions producing more than

200+ SALES

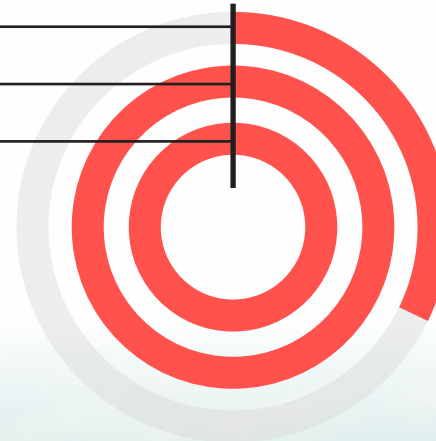
from qualified leads in 90 days

35%

more direct user traffic over the previous 90-day period



300%
200%
100%



329%

more return traffic than the previous 90-day period

With Elevation's help, Stoller moved forward with a consistent brand message and campaign that increased brand awareness with growers. More importantly, Elevation delivered on its promise to Stoller leaders that website visitors would quickly understand the company's science-based value proposition, its products and when to use them, and why they should partner with Stoller to improve their yields.

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

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Business Journal
Top 20
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