

Client: SOHO Prospecting
Project: Online Case Study
Objective: Show Client's Successful Results



SOHO Prospecting provides marketing services for small businesses in many industries. Most of their clients are in southern California.

In the past, SOHO used a brief description of what they did for the client, and a testimonial quote as case studies. I suggested using more details in a compelling story. An effective case study should have a prospect nodding his head as he reads about a customer's problem, path to a solution, and success with the client's help. SOHO chose an ongoing success with Solar Electrical Systems, one of the largest solar panel installers in the U.S., for the first case study.

An interview with Solar Electrical Systems' president revealed his main problem, alternatives he considered, how he found SOHO, and how they worked with him. I highlighted his main success with SOHO's search engine optimization for his web site - cost of customer acquisition dropped from \$70 with direct mail to \$7 with his optimized site. SOHO posted a sample of Solar Electrical Systems' search results as a credibility-builder at my suggestion.

SOHO was pleased with case studies that went far beyond their first ones to persuade new business customers.

Ingredient 1 The title hints at SOHO's ability to help a top company achieve more success.

A Leader Wanted More

Ingredient 2 The copy begins with Solar Electrical Systems' journey to the top of their industry, and their biggest problem, expensive customer acquisition.

In 1978, when Solar Electrical Systems began designing and installing photovoltaic panels for homeowners and businesses who wanted to get off the grid, the web didn't exist. So president and founder Greg Johansen attracted customers with direct mail. SES gained recognition for its accurate solar performance figures before the sale, and reliable systems that have been working for over 20 years. The company won the "2001 Best Photovoltaic Installer" rating from the California Energy Commission. SES is the longest-running success story in the solar power industry.

But there was one catch - each new customer was costing Johansen about \$70 with direct mail. Even with high energy costs, rebates and tax incentives driving heavy interest in solar power, Johansen wanted better sales numbers. And direct mail wasn't reaching enough customers.

Ingredient 3 The copy follows Solar Electrical Systems' discovery of the need for constant online monitoring for a successful web presence, and their path to SOHO Prospecting.

"Web intricacies need an expert, almost on a daily basis, and we didn't have that kind of support for maintenance and vigilance. So we went to three or four different people first. But none of them put all the pieces together."

A contact in one of his business networks referred Johansen to SOHO Prospecting. "Web design and enhancement - it's how that page interacts with the whole web - it's much more dynamic than most people think. Most other web designers don't offer SOHO's expertise and diversity - they guaranteed performance and they delivered."

Ingredient 4 The copy concludes with the outstanding results from SOHO's services.

Johansen's cost per sales lead dropped to \$7 with SOHO's search engine optimization. Solar Electrical Systems won a \$40,000 order in their first month as a SOHO client. And Johansen's website results? "They're excellent. We went from 400 to 1400 unique hits in a month." Five weeks after the latest round of SEO improvements from SOHO, Solar Electrical Systems' website traffic had increased 200%.



Mark Bohrer
Copywriter - Technical Author
18479 McCoy Avenue
Saratoga, CA 95070
T 408.866.9405 F 408.871.8199
www.precision-copywriting.com