

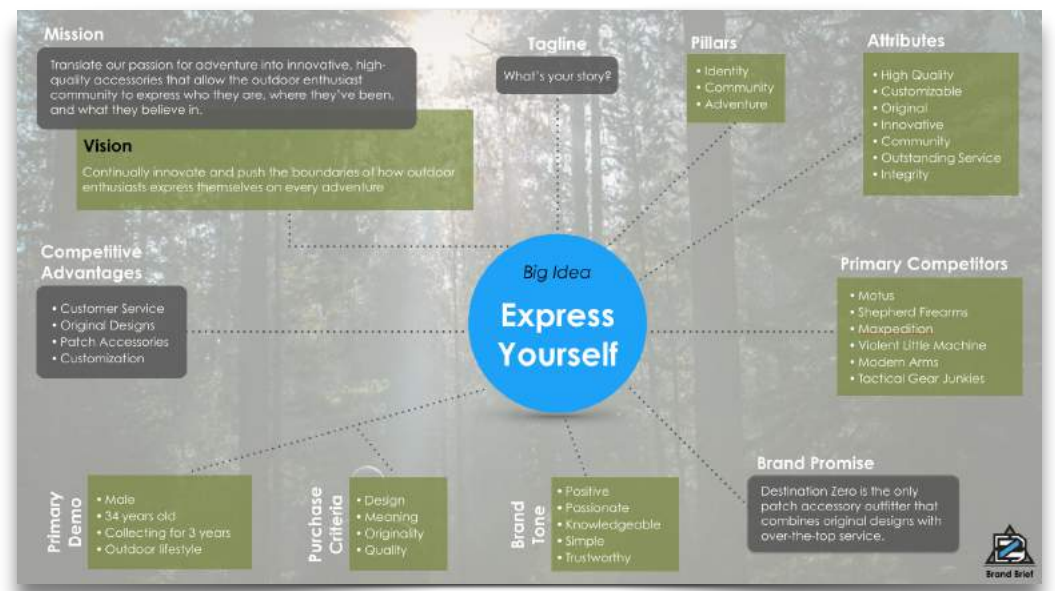
Protocol Red delivers **33% increase in revenue** to eCommerce startup DESTINATION ZERO

services utilized

- ❖ eCommerce
- ❖ SEO
- ❖ web design
- ❖ brand strategy
- ❖ referral program
- ❖ email marketing
- ❖ social media
- ❖ google analytics
- ❖ product copy

background

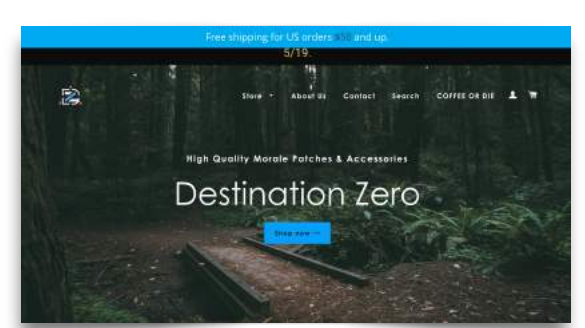
Destination Zero is an eCommerce startup that sells morale patches and accessories online via their website they created on Shopify. They service a very passionate niche market segment. Destination Zero (abbreviated “DZ” heretofore in this document) was a small startup business that CEO/Founder Nick R. had founded with his wife in response to their passion for morale patches.



BRAND BRIEF document Protocol Red created to establish branding strategy



OLD web home page



NEW web home page

challenge

DZ had created a very successful startup business, but needed assistance establishing the proper eCommerce and Marketing “best practices” in order to increase their total sales order and total revenue.

solution

- ❖ conducted competitive analysis and customer surveys
- ❖ established brand strategy and positioning statement
- ❖ instituted google analytics
- ❖ added Customer Review plugin
- ❖ created “members only” section of website store with exclusive deals
- ❖ optimized on-site SEO
- ❖ instituted “lifestyle” focus on all marketing elements
- ❖ redesigned website using new responsive template
- ❖ updated product copy
- ❖ established email marketing campaigns

results

33%

increase in
\$\$\$ revenue

25%

increase in
sales orders

**when comparing last full month before Protocol Red with first full month after Protocol Red services*



nick r.
ceo/founder
Destination Zero

If you're a startup or small business, you NEED Protocol Red. Their expertise in eCommerce and Strategy made an immediate impact on our ROI. They went above and beyond to really understand our business and vision. Highly recommend!

how can Protocol Red help you?

[schedule free consultation](#)

