

Huck Nets UK Ltd Case Study

ABOUT HUCK NETS UK LTD

Huck Nets are the UK's largest and best known netting manufacturer. Founded in 1996, Huck manufacture netting for a range of industries including sports, safety, industrial and bird control.

THE BRIEF

Huck Nets launched their eCommerce website in 2016 with great success. Since launching, online competitors have followed their lead creating a highly competitive environment. Huck's brief was to increase website sales across all categories and build on their initial success.

MARKETING ACTIVITY

- Update 2,500 product descriptions
- Update 2,500 product images
- Search Engine Optimisation (SEO)
- Google search, display and shopping ads
- Social media marketing
- Conversion Rate Optimisation (CRO)
- Monthly dashboard and reporting

NEURAL EDGE

Our content marketing and SEO consulting services will assess and incorporate a range of essential content marketing and SEO activities into your strategy to ensure your campaigns deliver against your objectives.

RESULTS

Jan-June 2020 vs Jan-June 2019.

118%

Increase in eCommerce
Sales

460%

Return on
Google Ad Spend

219%

Increase in
Transactions

+15,000

Organic
Website Sessions

442%

Increase in Social
Media Revenue

33%

Increase in
Conversion Rate