



Harmony Enterprises / Customer Story

Harmony Enterprises, a manufacturer of waste and recycling equipment for US & international markets, works with a marketing agency to optimize their marketing for continued success.



Local Marketing Talent and Coaching

Harmony Enterprises is a third-generation family business founded in 1962 that employs 65 people in Harmony, MN and 10 employees at its sales and service facility in Toulouse, France. Serving the recycling and waste management industry with products like balers and compactors, the manufacturer has continued to evolve and grow internationally and domestically over the years.

Looking Back

The relationship between Vivid Image and Harmony started nearly a decade ago when Vivid Image designed a website for Harmony. At that time, Harmony Enterprises did not have staff dedicated to marketing. Later, in 2011, Steve Cremer, the President of Harmony Enterprises, hired Vivid Image to do their online marketing which involved weekly blogging, a monthly newsletter, and social media marketing. Harmony Enterprises was one of the only companies in their industry to be active on social media and blogging at that time so they stood out as a leader. The social media and content marketing plan improved communication with their customers, and within 6 months, made a huge impact to their monthly web visitors.

Finding Local Marketing Talent

Steve Cremer is a forward-thinking third-generation business owner who knew he needed to find new talent to make his company continue to grow. Since Harmony Enterprises is located in a small town with a population of just 998, finding experienced employees can be a challenge. In 2016, he saw an opportunity to hire Lane Powell, a family friend, and Band Director at the local High School by trade. Bringing Lane on board has proven to be a great decision, as he is a natural leader who is efficient, autonomous and dedicated to Harmony Enterprises' success. By adding Lane to the Harmony Enterprises team, Harmony was able to bring some online marketing initiatives back in-house, begin some new lead generation strategies (such as Google Ads and search engine optimization) and position the company for continued growth in the United States, Europe, and beyond.

New Websites & Marketing Coaching

Today, with some coaching from Vivid Image, Lane has been able to manage practically all aspects of their marketing, from social media and blogging, to search engine optimization and pay-per-click Google Ads. Harmony Enterprises also worked with Vivid Image to develop new websites for both their english speaking customers at harmony1.com and their french speaking customers at harmonyeuropa.fr.

Vivid Image marketing team assisted with their:

- ✓ Web Design
- ✓ Managed Hosting
- ✓ Consulting
- ✓ Google Ads
- ✓ SEO

Using Google Analytics as a Guide

Lane has delved into Harmony's Google Analytics and uses Vivid Image's coaching services to determine the best course of action. Lane was able to work with Vivid Image to implement a search engine optimization strategy that delivers results. Lane explained, "Although we have experienced significant growth in our web traffic, we realized through our Google Analytics that the landing page experience was not keeping visitors on a page or our site for a long time. More importantly, our conversion rate was not proportional to the percentage of growth we were experiencing."



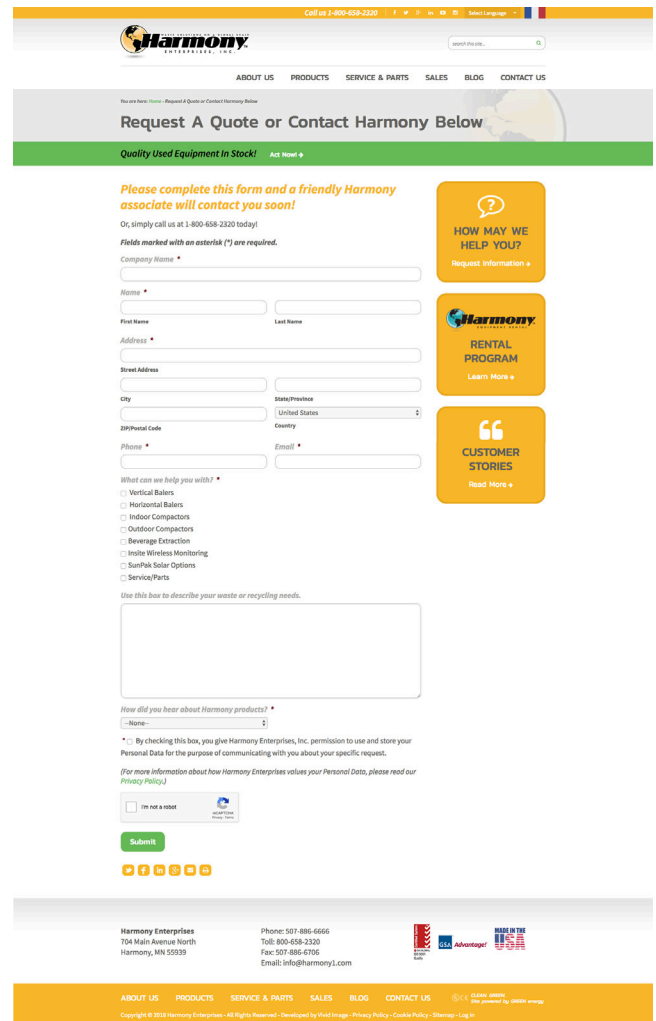
Lane Powell and Steve Cremer

Writing Search Terms Around Solutions

Through keyword and search engine optimization research, Vivid Image provided data to Lane and the Harmony team on how to improve their content. Lane admitted, "We realized that our keywords and meta tags were based on our product names, and not necessarily on the terms our customers use to search for the solutions they need." Vivid and Harmony worked together to establish SEO and content goals.



Mobile



The goal is to drive our qualified traffic to the resources they are looking for and provide them with enough positive information that they will be convinced to convert their actions with a contact form submission.

LANE POWELL, HARMONY ENTERPRISES

Getting Granular with Google Ads

Another aspect of digital marketing that Harmony has implemented is Google Ads. Lane pointed out, "Our initial Google Ads net was very broad, and brought in a lot of clicks, many of which were not pertinent to our specific industry niche. Working with Vivid, we have learned to become much more granular in our campaigns, ad groups, keywords, and ads. This granularity has resulted in much more qualified clicks into our site and a greatly reduced need for negative keywords."

Content Marketing Expands to Video

Blogging and content marketing is still an important piece of Harmony Enterprises' marketing plan. Lane clarified, "Our digital and content marketing have served us well. We are utilizing the full impact of our web presence to push informative articles, product info, and solutions to our readers. We also are implementing product video content on every web page over the course of the next few years. Our trade show experience has also been very positive with our pre-show and post-show marketing efforts."

Experience Harmony



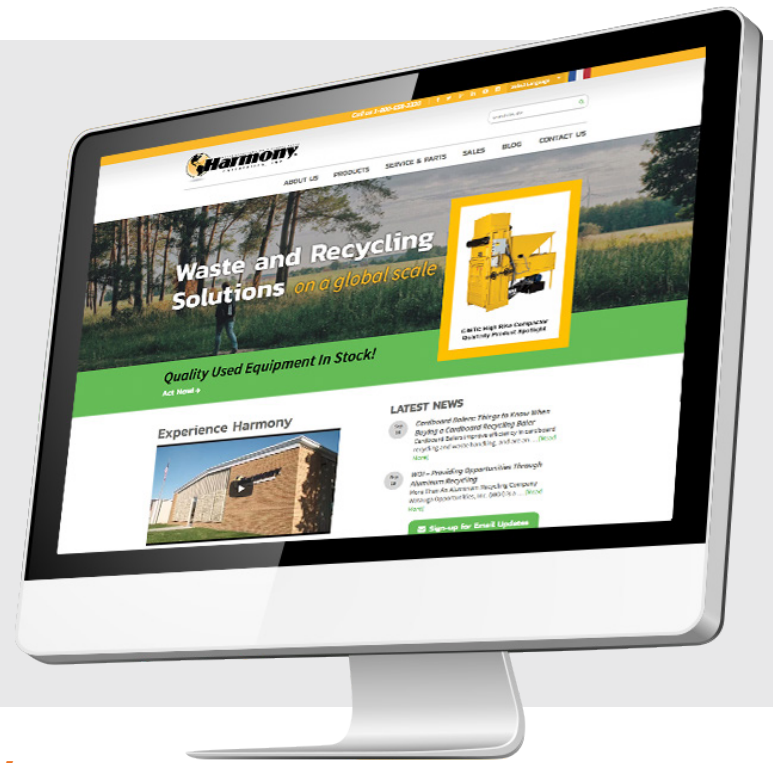
harmonyeurope.fr

85% increase
in 2018 Google Analytics reported traffic YTD compared to 2017

harmony1.com

Measuring the Impact

Indeed the search engine optimization, Google Ads, and continued content marketing are making a difference. Harmony's Google Analytics reported an 85% increase in 2018 traffic YTD compared to 2017, with organic traffic from search engines being up 114% YTD compared to 2017. Increased website traffic is great, but when you can measure the impact that website traffic has on sales it's phenomenal. Lane noticed, "Our traffic is much more qualified and we have seen a direct correlation to an increase in sales, especially from the contact us form and organic Internet searches. Plus, we just added a second shift to production!"



Partnering with a Marketing Agency

Companies like Harmony Enterprises can grow exponentially from partnering with a marketing agency, like Vivid Image, even when the company has a skilled marketing team.

Vivid Image is a strong partner who helps us continue to grow and offers immediate and affordable support when needed. They have provided expertise that is timely, courteous, and has a direct positive impact on business. This is more than just a marketing partnership. The relationship we have with our Account Director and SEO & Google Ads Manager are positive and personal.

LANE POWELL, HARMONY ENTERPRISES

Want to chat about how Vivid Image can help generate more website traffic, leads, and sales for your business?

Contact us to get started!

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