



Davis Trailer World and Country Mall

Case Study:

Rural business gets great results online



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Focus: Trailers of all types, and a whole lot more

The Davis family has been supporting their customers and providing them with trailers, lots of trailers, of all varieties for many years. Add to that the Western Wear and accessories side of the business, and you've got a one-stop shopping experience with a 'Country' sort of flair.

Being 'out-in-the-country', Davis Trailer World faced some unique challenges when it came to doing business on the Internet. Dean Davis, president commented, "to be able to find Davis Trailer World on the Internet is invaluable. We are out in a rural area, so sometimes it's difficult for people. They don't want to travel in today's day and age because, time is very valuable to people."

Dean explains, "our customers do a lot of research and we can get to know them and they can get to know us, without having to make the trip until it's actually time to make the final purchase or take delivery."

It wasn't an easy transition to becoming a successful Internet company and unfortunately it didn't happen on the first (or second) try on the Internet for Davis Trailer World and County Mall.

Dean explains, "prior to Cazbah, we had two different web companies. "The first one originated our website. I don't know just what happened, but all of a sudden they weren't available, they didn't cater to our needs and they didn't take care of what we wanted done. He went on to say, to make matters worse, "we had no growth. We had a website and that's all we had. It had no real, actual bang or value to it."

Dean continued, "so we moved our website over to our computer company. Unfortunately they were slow to react and they really didn't have a grasp of what we wanted to do or how we wanted it done. It wasn't cost effective and it was very unaffordable to do. Everything we did had a cost. There was always a bill. It got ugly. It was not a good partnership and it didn't work well at all.

Enter Cazbah...

Are you tired of switching your web services company every 2 years? Davis Trailer World was...

The Cazbah solution

Davis Trailer World and Country Mall joined up with Cazbah in 2005. For the past 10 years they have seen their website traffic grow and they've watched their sales increase every year.

Among the items Cazbah provided:

- **Comprehensive website design.** Recognizing the challenges that Davis Trailer World was facing, Cazbah completely redesigned their website to be more user friendly, focusing on providing their customers with the information that they were searching for.
- **Search engine optimization.** Armed with a clear understanding of the types of customers that Davis Trailer World was looking for, Cazbah set about the task of developing and optimizing the contents of the new website. These efforts have paid-off, allowing their target customers to find the product specific web pages on the Davis Trailer World website, when they search.

It all begins with a customer focused, content rich website.

- **Dedicated service and support.** Davis Trailer World's dedicated account manager is always available with the expert Internet Marketing advice and the friendly and courteous service that they have come to expect. Dean explains, "The nice thing about Cazbah is they're always available. When we have a request or a need, we present it to our account manager, they follow up on it and it's taken care of. They're also the experts and that makes for a good partnership. We work very well together."

The Bottom Line

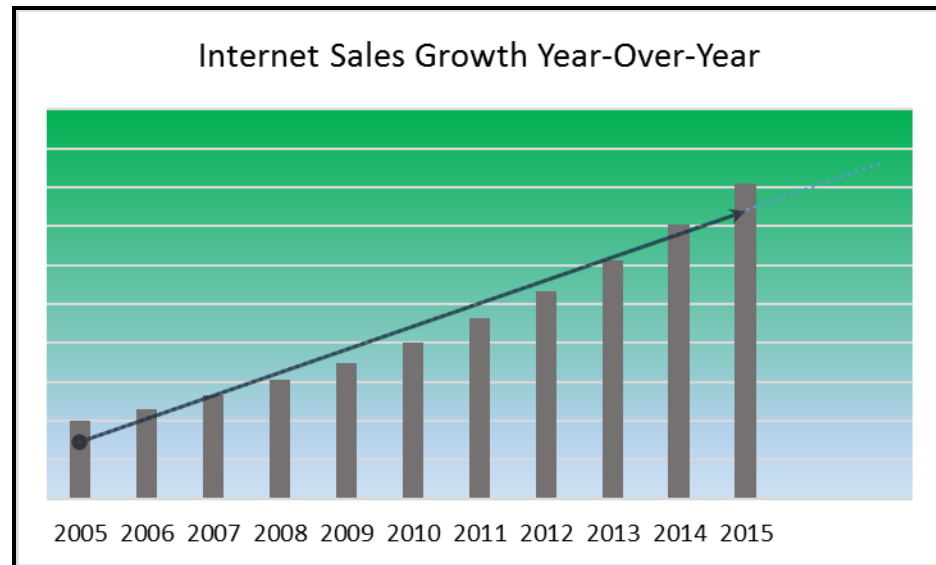
Dean recognizes that you have to continue to grow as a small business if you want to stay in business, "fortunately for us, our sales have grown every year. We can attribute a good portion of that to the Internet."

Emails, phone calls or direct contact through your website, all add-up to sales opportunities.

He explained, "**We've grown sales by 10-15%, just through the Internet**, on an annual basis. Every week we see growth in this area. It's proven to be a very valuable thing to do for our business."

"**We get sales leads through the Internet at a rate of probably twenty-five per week**, right now. Whether it be emails, phone calls or direct contacts from our website that we're able to follow up on," he went on to say.

"Bringing sales leads to a proposal: We're averaging about ten per week that we quote and follow up on, and continue a conversation," he said. "We're usually right around **50% or a little above for a close rate**, once we have a qualified lead. Our average ticket on a trailer is usually right around \$4,000."



Lessons Learned

After 10 years with Cazbah Dean Davis knows what it takes to be successful on the Internet:

A comprehensive website solution is the best marketing investment you can make in your business.

- “We've seen many of our competitors actually go away. We have two local organizations that have folded up in the past two years. Driving by and talking to them, most of our competitors have had tough years and have slid by 30%, 40% even 50% in their business. Davis Trailer World and Country Mall has actually continued to grow every year. Even in tough economic times, we've continued a steady growth every year.”
- “I recommend Cazbah all the time. When I go to conferences, a lot of our manufacturers will put on meetings and they describe a company like what we have with Cazbah, something that they think is new. But, this is something we've known about for 10 years.”
- “Cazbah is well worth the investment. As far as I'm concerned, it's our best value for marketing that we do as a whole.”