



Dutch Mill Bulbs

Case Study:

Higher quality leads mean more sales



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Focus: Flower bulbs and fundraising

Dutch Mill Bulbs has been helping organizations like high school bands, church groups, clubs, and scouting organizations earn more money with less effort than any other fundraiser, since 1960. They've tailored their flower fundraising program into a finely-tuned profit machine.

Company owner, Jeff Ellenberger understands what it takes to be successful as a small business in a competitive market. "Customer service is the name of the game and just like in our business, if you don't take care of your customers, somebody else will."

Take care of your customers or, somebody else will!

"We've been so successful for so long because we not only stand behind our products with a no-nonsense guarantee, we also stand behind our customers, offering unmatched service and support," he said.

Jeff went on to explain, "I come from a strong customer service background and I stress how important it is to my employees every single day. I expect excellent customer service from my vendors and partners. I measure things in that regard and if the same philosophy isn't held, we move on."

"We needed to create more attention and draw more visitors to our website," explains Jeff. "Prior to our relationship with Cazbah we just had a website. Now we have a website that really works for us and our exposure in our markets has definitely increased."

The Cazbah solution

Dutch Mill Bulbs signed on with Cazbah in 2007 and for the past 8 years, Cazbah has exceeded Jeff's performance and customer service expectations

Among the items Cazbah provided:

- **Website design and optimization.** Cazbah designed a dynamic website that was easy to use, that customers could easily navigate and interact with to find the product information they were looking for. Once complete they optimized it so that search engines could index it easily and put it among the top 10 search results.
- **eMail Marketing.** Over the years Dutch Mill Bulbs has amassed many thousands of email addresses from past customers and interested prospects. These contacts represent a significant portion of Dutch Mill Bulbs future sales. Cazbah provides a monthly email marketing campaign to these prime sales leads, ensuring that they receive the information they will need to make their buying decision.
- **Dedicated service and support.** As Jeff explained, customer service is extremely important to him and he sets the bar high. Cazbah provided Dutch Mill Bulbs with a dedicated account manager that takes the time to understand his business and help him generate new sales.

Regular email communication with your customers keeps you top-of-mind.

The Bottom Line

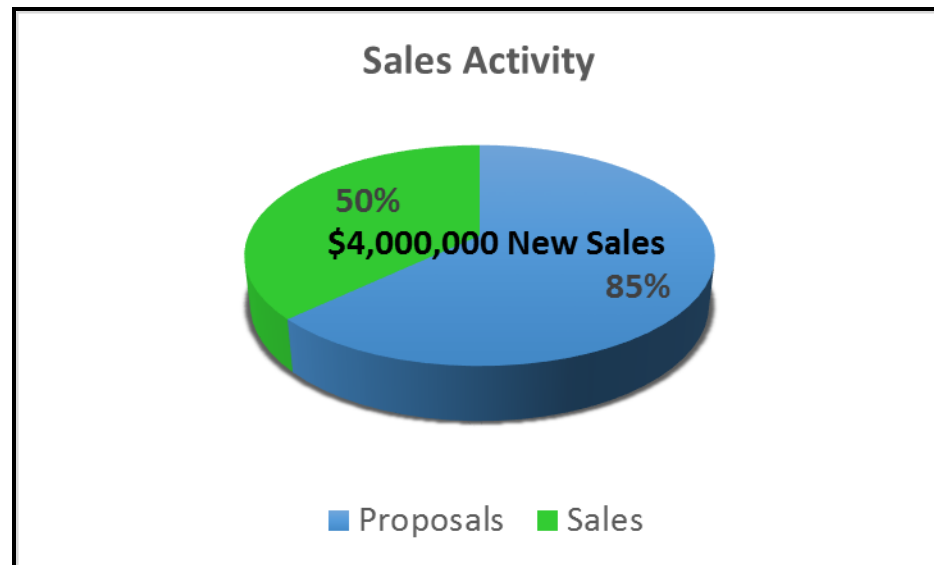
Having originally gone-to-market as a mail order business, Dutch Mill Bulbs saw their business transform over the years into an online success. “The Internet has changed our business significantly,” Jeff explains. “Our website is now responsible for more than 75% of our total sales.”

He went on to say, “**We receive up to 50 quote requests per day, directly from our website.** That number can go as high as 75 quote requests on a good day. **We routinely see between 150 and 200 quote requests coming in through our website per week.**”

More better quality sales leads from your website translates into more bigger sales for your business!

All the website traffic in the world is worthless, unless you can convert it into sales. Jeff was quick to point out that, “the quality of the sales leads that we are getting cannot be overstated. **We generally convert 85% of these quote requests to proposals. Our closing rate, the number of quotes that we convert to a sale, is a consistent 50%.**”

It should be the objective of every business to increase their order size on an individual customer basis. Dutch Mill Bulbs is well aware of this fact. Jeff explains, “**Our average sale is now \$375 for online orders. Based on that, our website has generated well over \$4,000,000 over the past several years!**”



Lessons Learned

Jeff Ellenberger explains what he learned about Digital Marketing and the customer service he can expect as a long-term customer of Cazbah:

- “We have been a Cazbah customer for more than eight years. I feel very comfortable about Cazbah’s understanding of Dutch Mill Bulbs, which has increased substantially over the years. My Cazbah account manager is very responsive and accomplishes tasks on time or ahead of schedule.”

- “It is clear that Cazbah has a vested interest in our success. They have great perception of our needs and often bring opportunities, as-well-as issues, to our attention that we didn’t know existed.
- “They have provided a level of support that was higher than what we expected. “We’ve always been able to compete on price, but making sure that consumers find us has been and will be key for our continued success.”
- “It is very clear that Cazbah feels the same way about their customers and this is demonstrated in the care that they take in establishing and maintaining a good working relationship with us.”
- “I highly recommend Cazbah to other small businesses that need a website that delivers revenue at a very reasonable price.”