

STRIKING SUCCESSES WITH

# E-POWER MARKETING & LINERWORLD



## 58.3% Increase

in total website sales year over year, from 2015 to 2016



## 36.8% Improvement

in conversion rates year over year, from 2015 to 2016



## 64.4% Growth

in online advertising sales year over year, from 2015 to 2016

## CLIENT BACKGROUND

LinerWorld is an online retailer of high quality above ground pool liners and accessories.

Joining forces with E-Power Marketing in 2001, LinerWorld was looking to increase their website traffic, social presence, e-commerce sales and overall brand awareness.

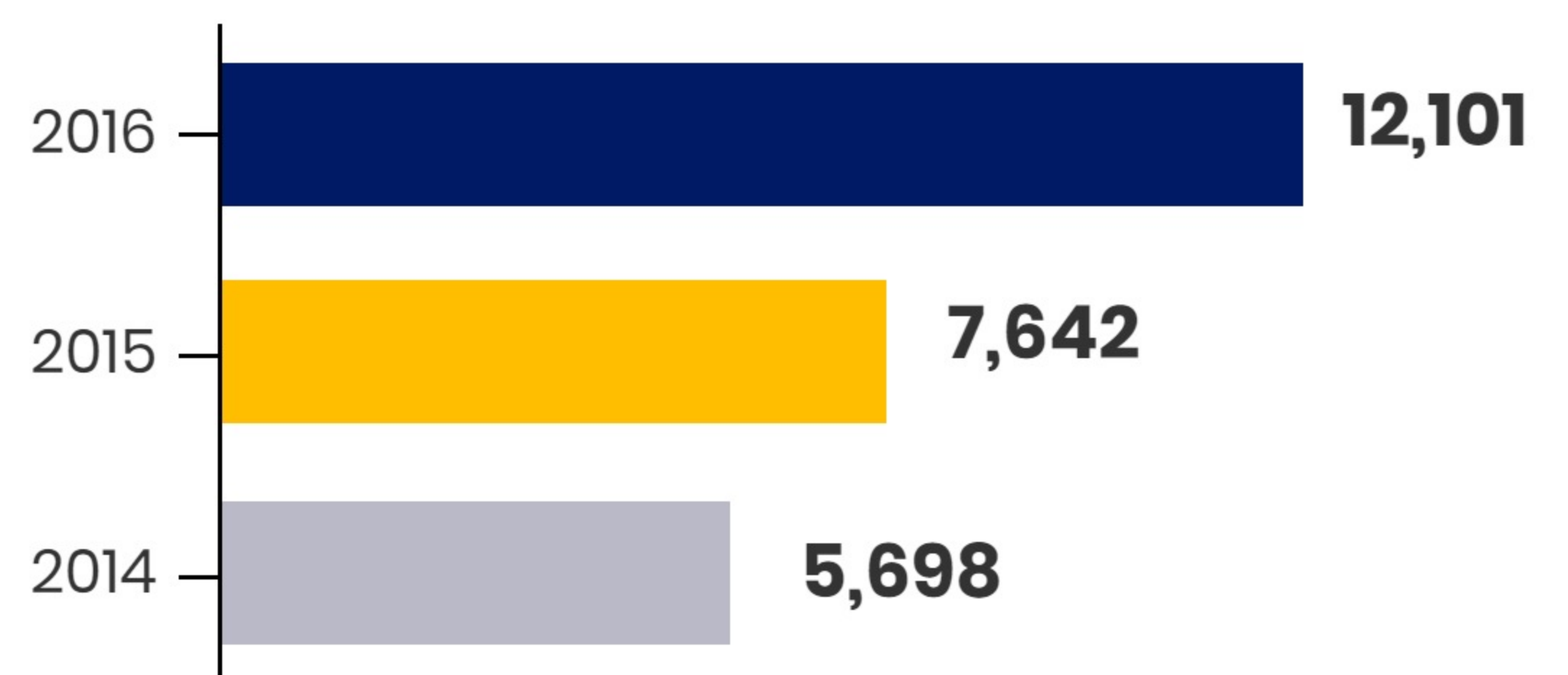
## OUR STRATEGY

For over 15 years, E-Power Marketing has relied on a solid foundation of SEO and content development to sustain the growth and optimization of LinerWorld's online presence.

To build upon those successes, we have also implemented a number of online advertising strategies to keep LinerWorld ahead of their competition including Google AdWords and Bing Ads Search, Shopping, and Remarketing.

Success of the LinerWorld program stems from a longstanding partnership between teams to achieve their overall marketing goals.

## LinerWorld Online Marketing Sales (Units)



“ E-Power's dedicated team provides a solid network of optimization analysts. Their experience and wisdom has provided my company with practical solutions to boost revenue...by propelling my business from out of the pack to the top of the leading search engines. Honesty, straightforwardness, and consistency ... pretty good qualities to have in a partner like E-Power Marketing.”

**Dave Phelps, President, LinerWorld**

## CONTACT US

111 N Main Street, Suite 405  
Oshkosh, WI 54901  
920.303.1244  
www.epower.com  
consulting@epower.com