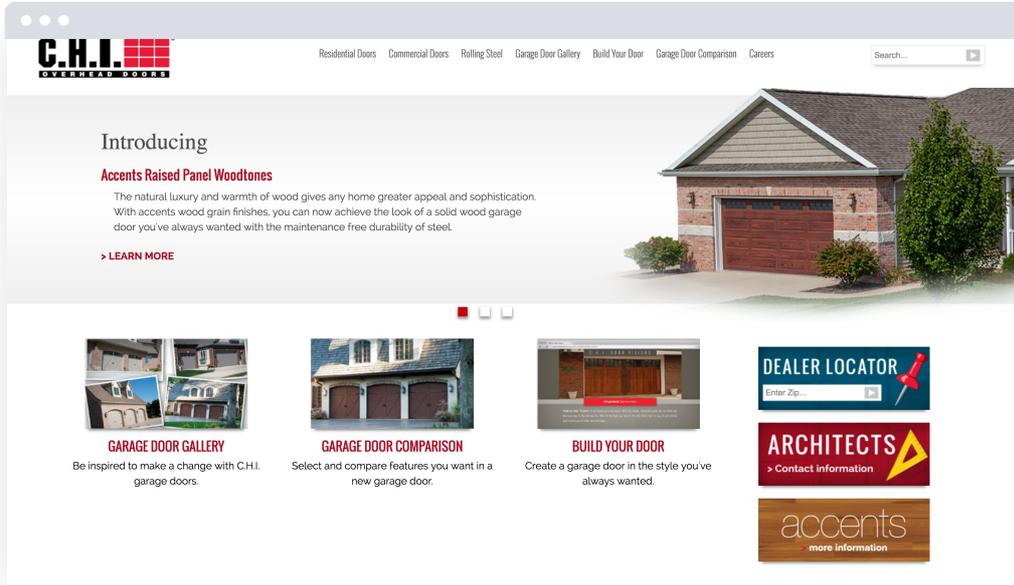


CASE STUDY

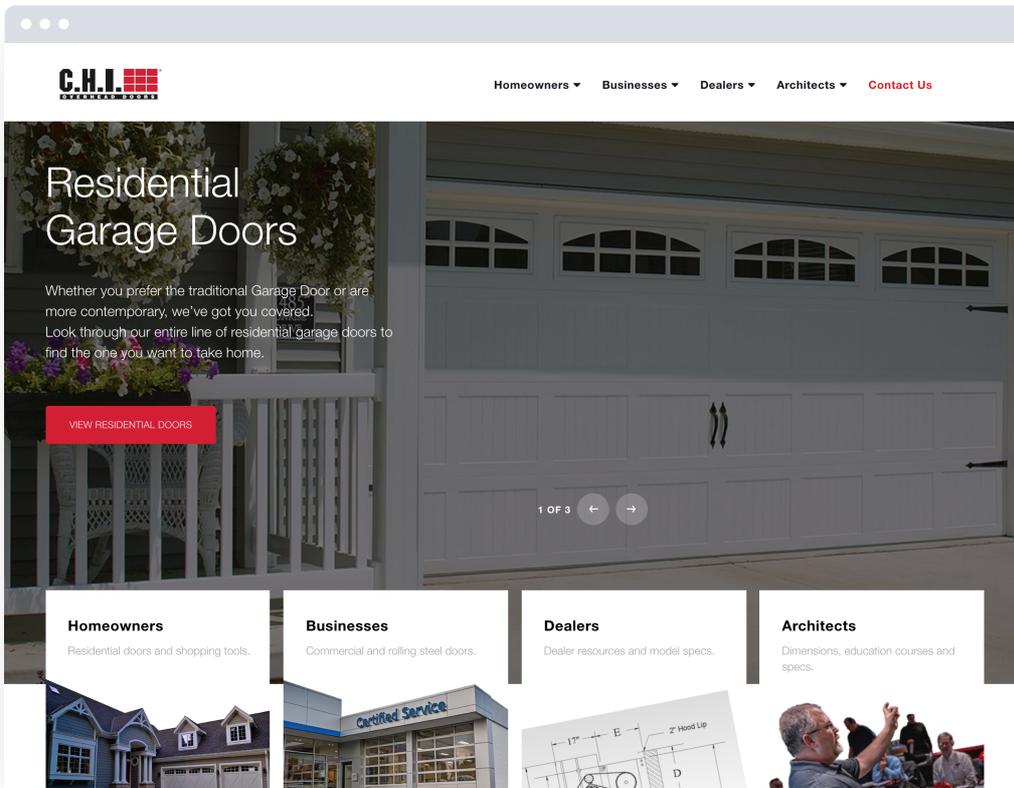
Pushing Design Boundaries to Support a New Go-to-Market Strategy for CHI



FROM HERE...



TO HERE

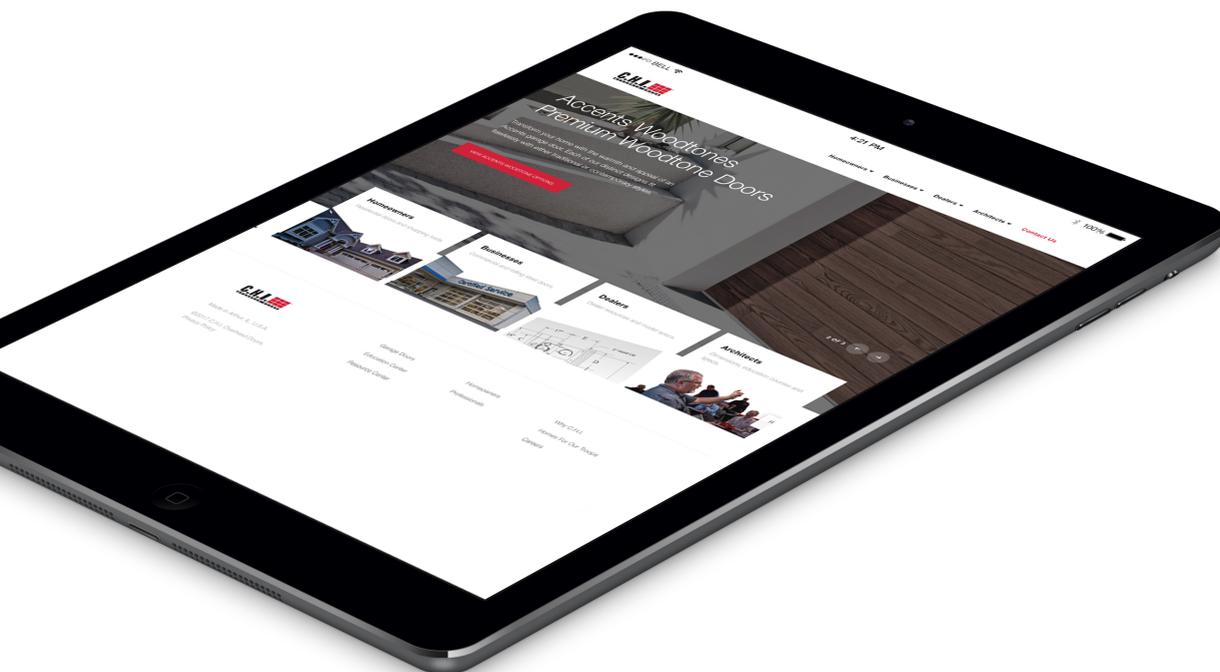




The main goal is to connect a homeowner with a local professional. The new website has made this process easier and faster to find, research and connect with a C.H.I. professional in their area. As a result, we are sending hundreds of more homeowners to our channel network.”

RYAN MAAS

Digital Marketing Manager.



ABOUT CHI

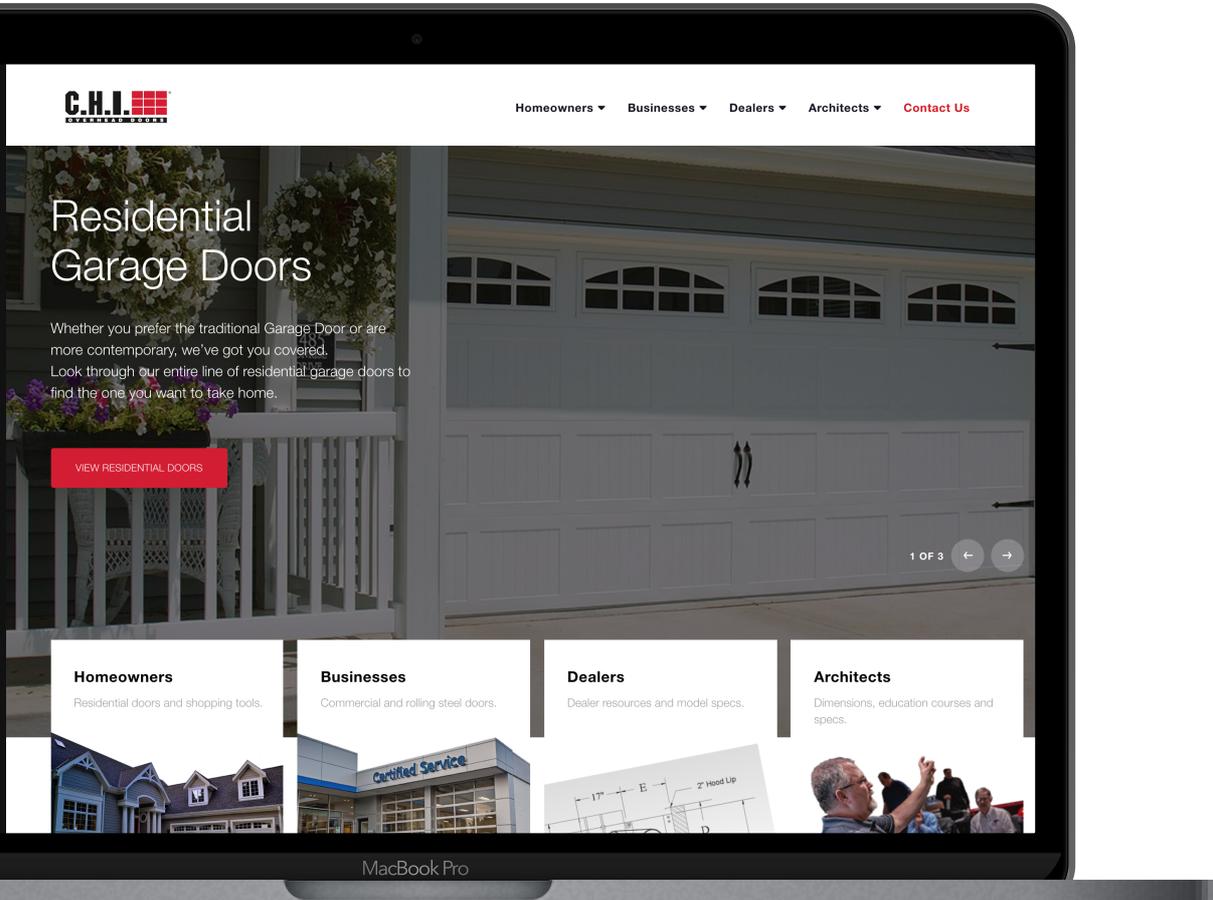
C.H.I. is a leading manufacturer of residential, commercial, rolling steel, and garage doors for residential and business applications. They built their first garage door in 1981 and currently employ around 750 people in Arthur, IL.

Throughout the production of over 4,000,000 garage doors, C.H.I. has relied on a push-through approach to sales where they focused solely on their dealers to generate business. They approached InboundLabs with the goal of implementing a website redesign that would also start focusing on home owners through a pull-through, or inbound strategy.



CHALLENGES

Since its inception, C.H.I. has relied on a sales strategy that centered around their 1,500 partners and distributors, relying on them to sell their doors with very little interaction with homeowners. However, despite revenue that continues to grow year over year, it became obvious that they were leaving a lot on the table by not targeting home owners in addition to their network of dealers with their digital strategy.



THE CHALLENGE

To redesign C.H.I.'s website so that it attracted and converted homeowners and businesses as well as dealers and architects.

THE OUTCOME

A website that succeeded in not only better telling the story of C.H.I. products, but also increasing engagement and conversions upon launch.

THE 3 MAIN CHALLENGES:

1

Develop a new site design that supports homeowners without isolating dealers

2

Consolidate and migrate the former infrastructure with 300 pages from Drupal to HubSpot

3

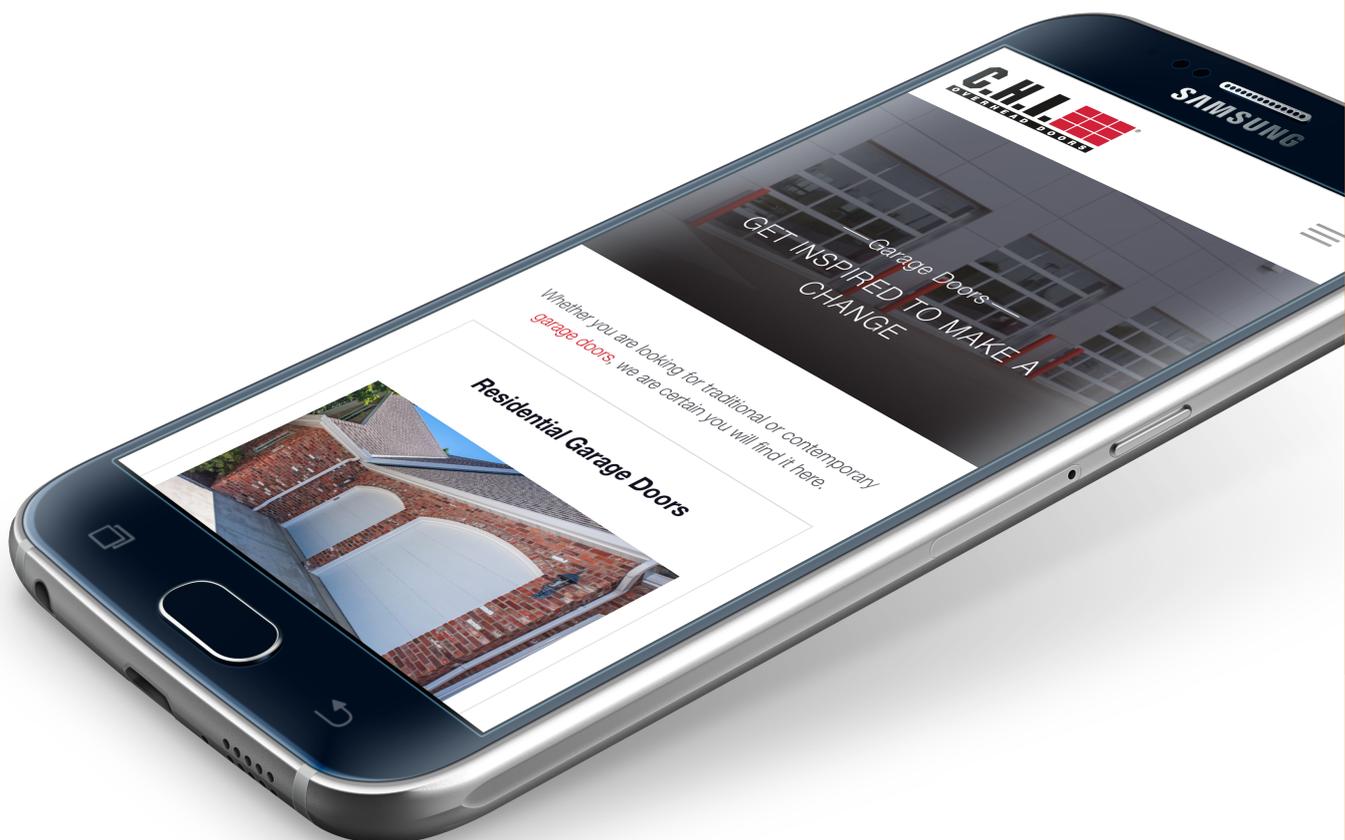
Incorporate the inbound methodology into the design so C.H.I. could better attract and nurture homeowners

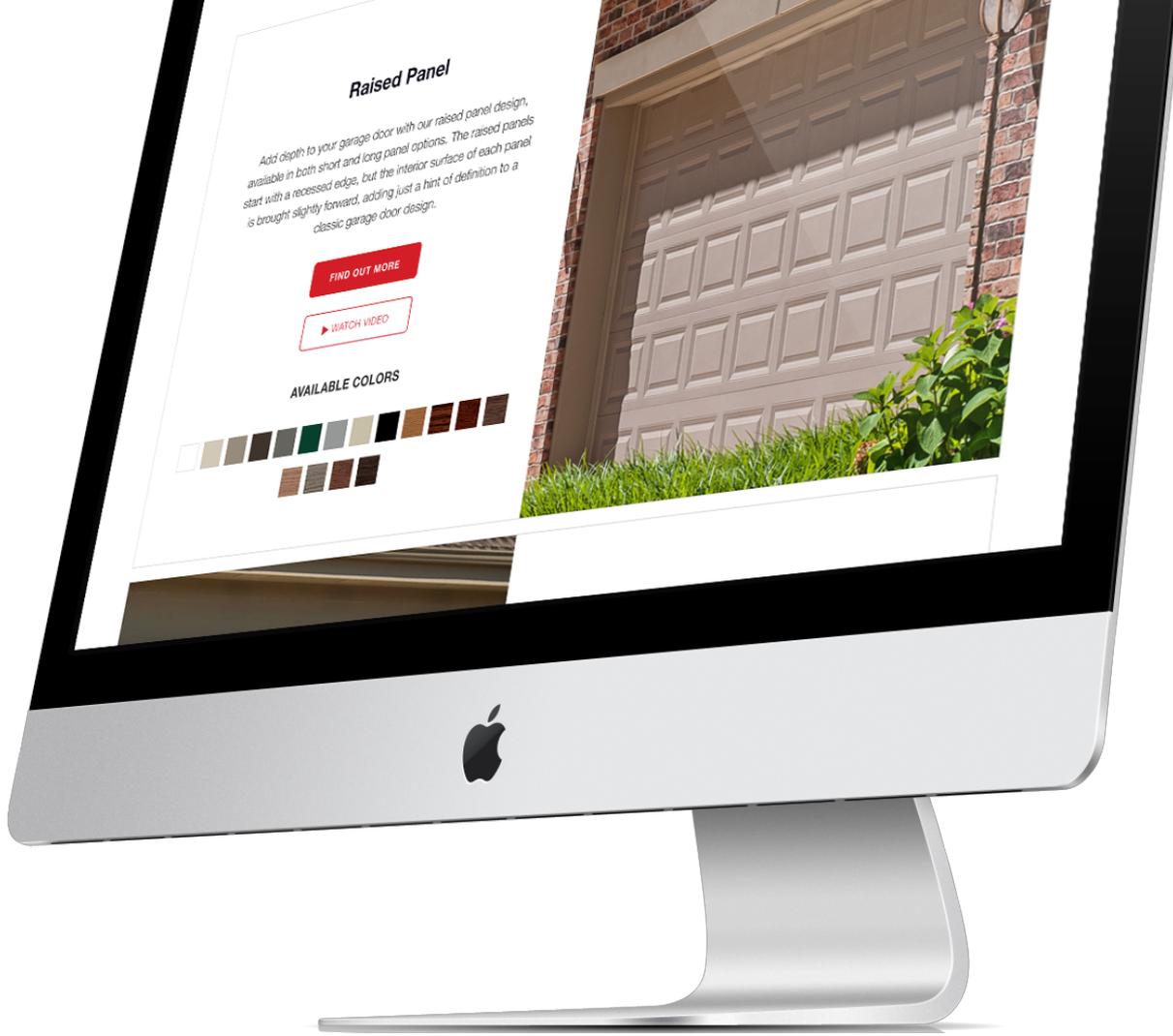


We wanted a company that would come in
and push the boundaries”

RYAN MAAS

Digital Marketing Manager.





THE NEW WEBSITE RE-THINK & RE-DESIGN

From the beginning we knew we were going to need to create 2 distinctive parts of the site for both the dealers and homeowners, but they couldn't detract from one another. To accomplish this we added a distinct menu that expanded to support both user types and moved the Dealer Locator to a more prominent position so that it would support both user groups.

CONSOLIDATING AND MIGRATING THE OLD SITE

While there were plenty of pages we wanted to migrate to HubSpot directly and just improve the look, the majority of Drupal pages needed to be combined and redirected. We worked directly with HubSpot, our development team, and our primary SEO to categorize all live pages and then used the HubSpot URL mapping tool to redirect the majority of them.

RESULTS

2 months after project completion and C.H.I.'s stats have increased across the board - they are not only driving more people to their site due to the consolidation and redirects, but are also converting users at a rate nearly double what they were doing before.

In addition, the new designs seems to have hit its mark with homeowners as more users are searching for and clicking through to dealers.

