

Increasing specification and sales for Cherokee Brick

Cherokee Brick

partners with

Concora

to grow commercial sales by making it easier for architects, engineers and contractors to do online business with them.

OVERVIEW

Established in 1877, Cherokee Brick manufactures a wide variety of environmentally friendly bricks for both commercial and residential buildings.

CHALLENGES

“I was looking for a company that could help me provide a great web experience for my design community that would lead to increased specification and sales.”

Sonja Tillman, Director of Marketing Cherokee Brick

01

Their current website was not ideal to enable the architects, engineers and contractor's (AEC's) buyer journey.

02

There was no viable way for AEC's to contact Cherokee Brick pertaining to products.

03

They had no internal tools or manpower to manage or create their technical product content.

04

These detriments were restrictive in terms of aiding their online marketing or generating lead from their website.

The Team at Concora set out to help Cherokee Brick by executing the following objectives:

- Have a great web experience**
 Allows AECs to easily find and select Cherokee Brick's products.
- Increase specification and sales**
 Cherokee Brick must gain visibility on which AECs are visiting their website. Sending these leads to the sales team will ensure product specification and sales.
- Easy way to manage and publish product content**
 Make it easy to publish important content needed by the design community such as BIM, CAD, specs, etc.

“Concora’s platform has paid for itself 10 times over.”
 Sonja Tillman


In marketing you use all these different platforms. Concora’s is the easiest platform to use.

“Concora helped us tremendously and they have positioned Cherokee Brick in league with the big dogs.”


Sonja Tillman, Director of Marketing Cherokee Brick

- Concora deployed Cherokee Brick’s DXP within 30 days complete with internally built high quality technical product content including 25 from scratch Revit files and optimized images for Cherokee Brick’s products.
- The Concora team trained the members of Cherokee Brick’s team during this time to be fully self-sufficient utilizing the DXP.


BUSINESS IMPACT



25% INCREASE IN ORGANIC WEB LEADS
 By making it easier for architects and designers to find important technical content, Concora substantially increased web based lead generation.



77% INCREASE IN PRODUCTIVITY
 Concora made it easy for Cherokee’s Marketing group to quickly manage and publish important technical content such as BIM, CAD, specs, etc.



9.8 NPS SCORE
 They are extremely happy working with the Concora team and are impressed with the quality, attention to detail and timelines of delivery.