

Using AdWords™ to Build Relationships and Grow Business

Zebra channel partner revamps their campaign, transforming their website traffic and boosting their repeat, solution-driven business

Marketing Challenge

When American Barcode and RFID Inc. (AB&R) embarked on an extensive Google AdWords campaign just a few years ago, their goal was simple: grow their customer base.

On paper it was a success. With campaigns for every SKU and product title in their catalog, they were able to effectively reach manufacturers and other customers looking for a specific item. AB&R featured in the top search results by item, driving tremendous demand to their website, and creating large numbers of new customers each month.

But when AB&R looked a little deeper at the sales statistics, they saw a problem.

“While we achieved many new customers, they were mostly one-hit wonders,” said Gary Randall, vice president of solution marketing. “For the most part, these sales were not generating loyal, repeat customers, nor were we able to sell these buyers other items beyond their specific searches. In our 30+ years of business, we’ve never tried to be the cheapest and quickest. So we realized we needed to refocus our efforts on expanding our customer base while also deepening our relationships.”

Customers will always have immediate product needs, but changing regulations and requirements in specialized industries has put more pressure on companies for compliance. That translates to a growing need for education and help. AB&R decided to refocus their AdWords campaign on content – case studies, white papers, and more – to address those needs.

Partnering for Success

To plan and implement the new approach, the company turned once again to their longtime partner, Zebra Technologies.



AB&R
identify. track. manage.



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American Barcode & RFID Inc. used an extensive Google AdWords campaign to grow their customer base.



"We've been premier partners with Zebra since 1997," said Randall. "Many of our primary products are Zebra technologies, and we make decisions together, aligning strategies on how to go to market and how to approach customers. From a marketing perspective, we rely on Zebra for their two cents on the value of our ideas. They are able to look at ideas and approaches objectively and with the knowledge of what has been successful in the past. In fact, we work on our yearly marketing calendar with Zebra, creating campaigns by solutions and verticals, and planning events, time and budgets together."

For their new and improved AdWords approach, AB&R worked with Zebra on a series of monthly campaigns, highlighting different messages and responding to different needs. Throughout, campaign results were monitored and tweaks made as appropriate.

Campaign Results

The results marked the decline of the one-hit wonder in favor of the long-term. Overall customers decreased last year. But overall sales hit an all-time high, on the strength of increased orders per customer and increased numbers of additional solutions ordered by each customer.

With this remarkable success as a guide, AB&R is expanding the educational campaign into other areas, working with Zebra and vendors from the Zebra Marketing Services Vendor Directory to develop highly targeted lead lists that enable the company to deliver the right information to the right customers and prospects at the right time. Leading to stronger relationships and even more robust numbers.

"This campaign and these results wouldn't have been possible without Zebra MDF funding and their marketing expertise," said Randall. "They're a great partner in all senses, with their quality of product, breadth of service, and integrity. There's simply no one like Zebra."

Read more stories of partner marketing success on the [Zebra Information Network \(www.zebrapartner.com\)](http://www.zebrapartner.com). Contact your Channel Account Manager or email ChannelMarketing@zebra.com to learn more about partnering with Zebra Channel Marketing on your campaign.

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Gary Randall,
AB&R

Get started today with the Marketing Services Vendor Directory

Need help writing and designing a marketing campaign? Need a telemarketing vendor to qualify leads and cleanse your database? The Zebra Marketing Services Vendor Directory (on Zebra Information Network) includes several vendors who have worked with Zebra to design marketing programs and pricing to maximize the MDF budget. Log into Zebra IN to view these vendors and read other partner marketing case studies.



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