MarketingEvolved

Diversifying for the Future with Ecommerce

Case Study

"How I launched an ecommerce business for a construction company and minimized the risk in diversifying their revenue stream."

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THE CLIENT

WHO ARE THEY?

Diversifying for the Future

A successful 60-year-old business with a commanding market share in the utility and municipal infrastructure construction business realized the need to diversify revenue streams in order to meet future growth objectives.

WHERE WERE THEY BEFORE WORKING WITH ME?

Senior management, who were passionate golfers, envisioned creating a golf brand to sell though a Shopify store.

For two years, they struggled to develop effective branding and a logo, while also trying to source customized products from online promotional companies.

THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

Without experience in establishing a product business, in selling profitability online, in hiring competent vendors, and in not having internal ecommerce-focused support resources, the company was at risk of wasting a good deal of time and money – and the embarrassment of a failed launch.

WHAT DID I DO TO SOLVE IT?

- Expanded the positioning and product line to incorporate higher-margin products and to facilitate merchandising.
- Hired and directed a product accelerator agency to integrate branding, sourcing, web development, and the initial digital marketing campaigns - along with a 3PL vendor- to ensure a successful launch.
- Created and executed an omnichannel marketing plan, hiring and managing additional paid advertising agencies and hiring a dedicated content creator.
- Developed P&L proforma scenarios to establish benchmarks for spending and profitability targets.
- Led reviews with agencies, internal teams and senior management to ensure alignment and accountability.
- Embedded ecommerce into the operational fabric of the company by mentoring finance, accounting and billing team members.

THE OUTCOME

WHAT RESULTS DID I ACHIEVE?

- The Shopify store was launched in 20 months, with 10 golf ball and accessory items and a product roadmap for additional products to be launched within 6 months.
- The first sale was generated via paid Meta advertising within 16 days.
- The first sale via Amazon Marketplace was generated within 52 days.
- 4,000 email subscribers were added within 6 months, reaching a subscriber rate of 1,000/month.
- Break-even was projected within 26 months.

CLIENT IMPACT

Fully prepared with a brand, a revenue-generating Shopify store, and an influencer and social media presence, the company proudly attended the 2025 PGA tradeshow to announce its arrival to the world of golf.

ARE YOU READY TO SCALE YOUR BUSINESS WITH MARKETING STRATEGY AND LEADERSHIP?

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