

New Product

[Showcase]

Carrier Mausoleums Construction

800-663-7954

www.cmc-carrier.com

In the two years since it started its rebranding efforts, Carrier Mausoleums Construction has unveiled an updated logo, URL, slogan, new advertising concepts, a diverse PR strategy and more. Now, the industry-leading mausoleum construction and glass-front niche manufacturer has developed and launched an innovative website.

“We have spent a great deal of time and resources to develop a website that has rich, value-added content and a beautiful user interface,” explained Joshua Lintz, CMC’s senior director of marketing and strategic development. “The website has been designed to provide a rich user experience that will reinforce our brand image throughout the United States and Canada.”

CMC hired Boulder, Colo.-based advertising and branding agency Oblique Design to create a progressive and intuitive website design. The result, Lintz said, is a website that features a design like nothing else found in the industry today and rich content.

“We needed to create a website experience that matches our brand, showcases our quality products and services, and results in a scalable sales tool capable of marketing automation, lead generation and nurturing, as well as content optimization,” Lintz said

The website showcases CMC’s portfolio of work on all things related to mausoleum construction, glass-front niches, outdoor columbaria and



various other construction projects. The site also highlights CMC’s impressive collection of bronze memorialization products. Other interesting sections include a natural stone gallery section, a cremation equipment page and the new CMC blog, “The CMC Buzz.”

Oblique Design contracted New Vibe Web Design, a Colorado-based freelance Web design and development company, for all of the programming and development of the new website.

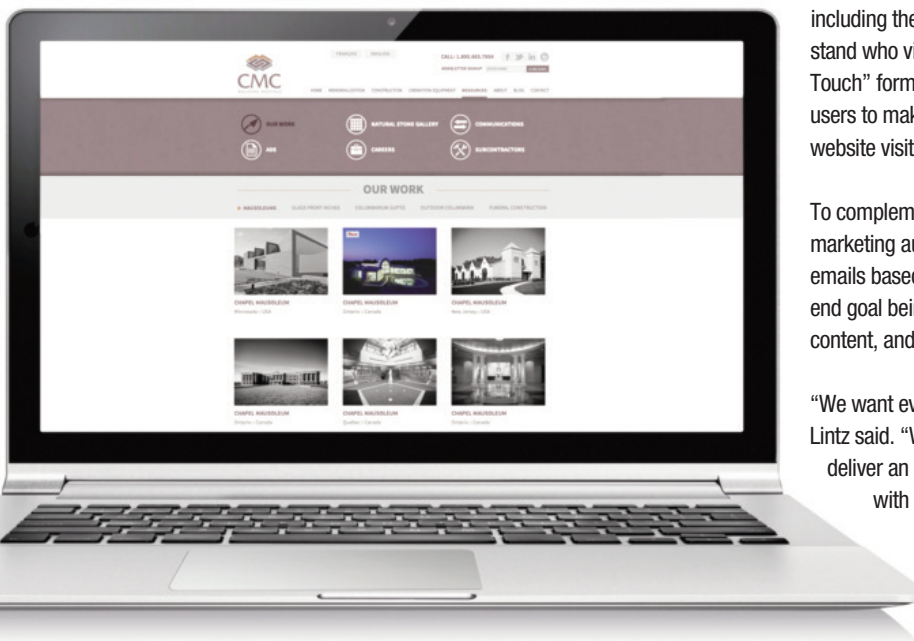
Since driving high-quality website traffic and lead generation was front and center for the company, CMC and Oblique Design enlisted Denver-based search engine optimization experts, Volume 9, to provide technical expertise on SEO best practices to support the launch of this new website.

“It was important to optimize content to be search engine friendly,” Lintz acknowledged, “and it was equally important to scale lead generation activities and automation beyond the sales [and marketing] team members.”

An example of this, Lintz said, is whenever people want to download content from the website they are asked to provide basic information, including their name and email address so CMC can better understand who visitors are and what they are interested in. A “Get in Touch” form is at the bottom of every Web page as well, allowing users to make contact with the company at every point during their website visit.

To complement the website, the company has integrated a robust marketing automation platform capable of sending out targeted emails based on customer interests and engagement levels, with the end goal being nurturing leads, delivering relevant and engaging content, and ultimately converting leads into viable prospects.

“We want everyone to get to know who we are and what we do,” Lintz said. “We are a family-owned, independent company that will deliver an elegant product on budget and on time – every time. And with the acquisition of our new cremation equipment division and our ever expanding bronze accessories division, we are capable of serving every potential customer out there with reliability and premium service.”



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