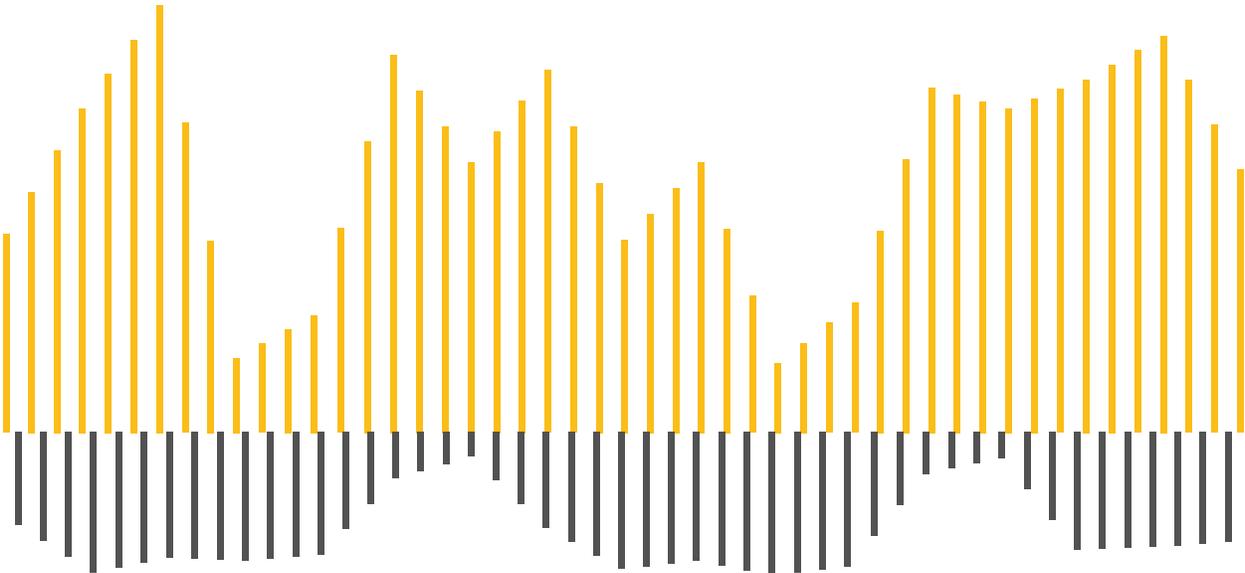


LOBSTERGRAM CASE STUDY

RLC Media captured organic growth through on-page optimizations, competitor analysis, and site content strategies to drive brand awareness and quality traffic to the Lobster Gram website.



**Believing That Famous Brands
Begin as Favorite Brands**

Introduction

Lobster Gram is a lobster, seafood, and gourmet food gift delivery company and a client that came to RLC Media with longevity.

Trademarked since 1987, they were also remarkably the very first business to advertise on Google AdWords back in its 2000 debut. The competition in lobster shipping, however, has continued to rise, namely through large competitors in Maine and along the East Coast. RLC Media responded with a competitor analysis that focused primarily on current industry site standards in order to effectively upgrade Lobster Gram's on-page SEO, meta data, and status on Search Console in order to be crawled and indexed more frequently by search engines. RLC Media's universal tag management system also enabled detailed site and conversion tracking while optimizing ad placement in response to this data.



14:1

BEST ROAS

\$7.50

AVG. ROAS

2016 Return on Ad Spend

Optimizing landing pages for interactive brand awareness

Although professional images of lobsters throughout the site's landing pages were effective in communicating brand identity, RLC Media collaborated with Lobster Gram to engage visitors with customized content. For example, articles detailing "How-tos" were effective in engaging the average person with titles like "How to cook lobster tail," "Lobster Tail Recipe," and "How to prepare lobsters." Detailed tracking revealed these pages to be the highest ROI-producing strategy for Lobster Gram as they were able to capture high-quality organic traffic by offering visitors this industry knowledge and practical expertise.

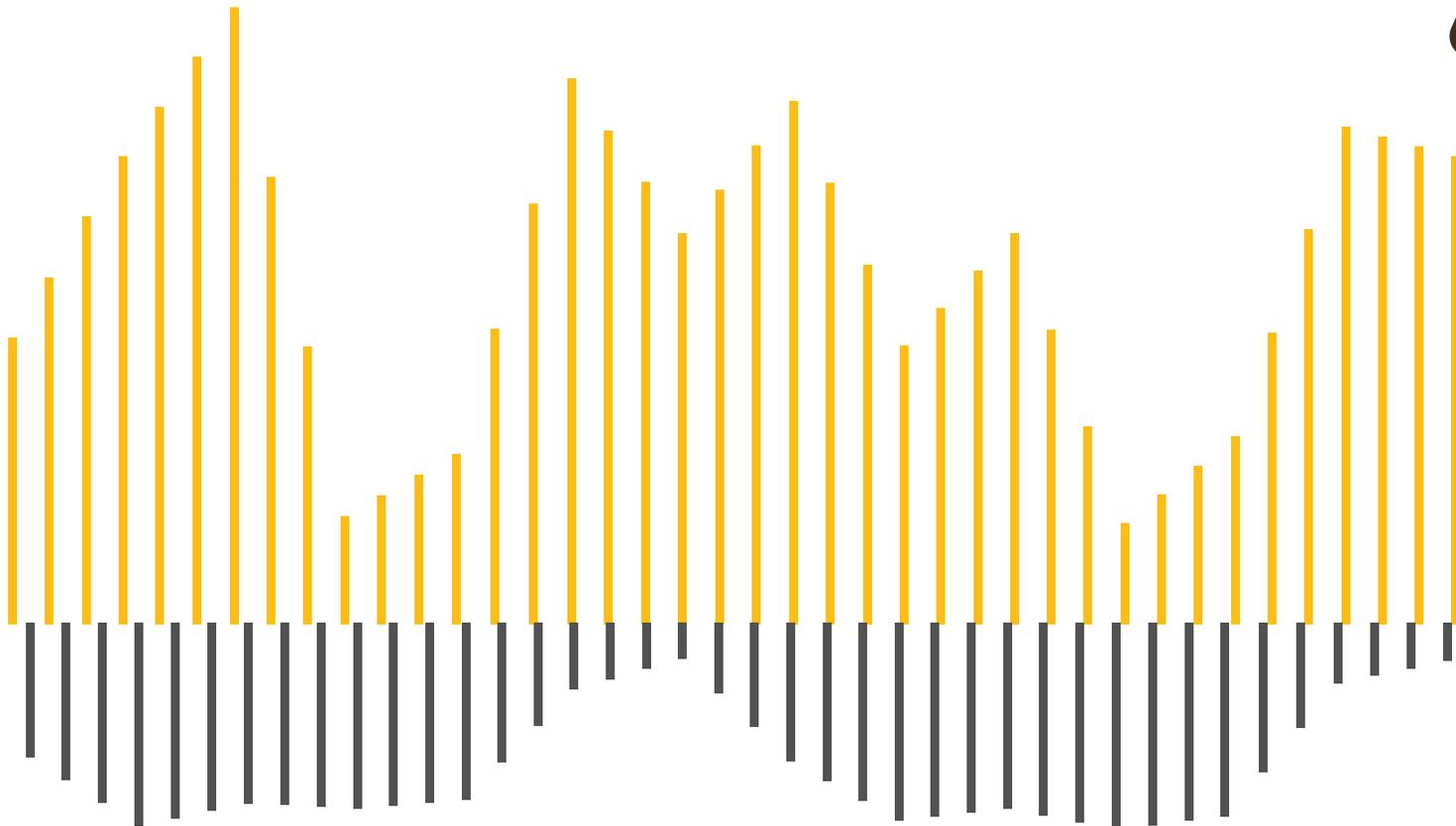




Photo by Hannah Davis for Lobstergram
<http://hannahdavis.photography>

Results

RLC Media's primary goal was to drive more organic traffic to Lobster Gram's site through tag and acquisition management strategies in order to improve back-end metrics, quality score, and organic listings and rankings. **The result was a 514% increase in sessions YoY, a 93% bounce rate improvement, a 3.93 avg. page/session, and a 71% increase in goal completions.**

With PPC and SEO campaigns working in tandem, Lobster Gram's increased organic growth correlated with lower costs for similar keywords as their quality score increased. Organic brand awareness also correlated with increases in paid search: **a 64% increase in sessions, 78% bounce rate improvement, 16% increase in pages/sessions (8.35 to 9.68) and a 75% increase in goal completions PoP.**



FAST-TRACK BENEFITS

PLACED AND TRACKED
CROSS-DEVICE ATTRIBUTION

INCREASED ROAS TO ABOVE
400% AVERAGE

OPTIMIZED TOP 100 PAGES IN
LOBSTERGRAM TO DRIVE TRAFFIC

INCREASED SOCIAL EXPOSURE AND
BRAND AWARENESS TO DRIVE 16%
INCREASE IN ORGANIC VISITED

Photo by Hannah Davis for Lobstergram
<http://hannahdavis.photography>



ABOUT LOBSTERGRAM

Lobstergram Headquarters
4664 N Lowell Ave
Chicago, IL 60630

Since 1987, Lobster Gram has worked to earn the reputation for being the premier lobster, seafood and gourmet food gift delivery company in the country. Dan "The Lobster Man" brought his fresh seafood headquarters to Chicagoland and opened the Chicago Warehouse store in 2011 where locals can purchase fresh Maine lobster, along with Lobster Gram's other gourmet specialities. Their new mobile-friendly website and enhanced customer-friendly catalog are available online to make the buying experience enjoyable and convenient.

RLC MEDIA

info@rlcmedia.com

872.228.7607

www.rlcmedia.com