

Headline: Filterfresh – Gourmet Coffee Service and Coffee Suppliers For Offices Nationwide

Background

The inventors of single-cup brewing, coffee service Filterfresh has been providing businesses with gourmet coffee and beverage service for over twenty years. However, their coffee service web site wasn't doing justice to their business, and they reached out to Lounge Lizard help them market their products, services, and company better in the online realm.

What Filterfresh needed was a fresh new look, to speak dynamically to three individual audience groups, accurately represent all of the industries they service and the products they sell, and create higher conversion rates to encourage better sales. Lounge Lizard was up to the challenge, and responded with a solution that helped “perk” the coffee service right back up.

Our Technique

Lounge Lizard conducted our signature in-depth brand workshop and SWOT (Strengths/Weaknesses/Opportunities/Threats) with Filterfresh to discuss and analyze their business and brand focuses. Discoveries like their triply segmented audience group helped us to strategize how to best present the company's unique selling propositions as determined by our agency, led us to create a web site that appealed to each of those target audiences.

As a primarily office and business coffee service and supplier, Lounge Lizard created a site that was commercially based, but consumer-focused in look-and-feel. An inviting color scheme, organic textures and effects, and cozy humanistic approach makes users feel instantly at ease with the site and with the coffee service company. Hues that reflect thirst, satisfaction, and the feel-good warmth of coffee appeal to a coffee-lover's subconscious, which is further enhanced by exceptionally strong calls to action on every sub-page.

Lounge Lizard also provided Filterfresh with a dynamic site, using content management technology (CMS) built on the WordPress platform, allowing the coffee service's staff and administration to easily update the information on their site with almost instantaneous results. The use of Flash on the homepage handsomely showcases the coffee products, famous label coffee brands, coffee machines, and other office kitchen accessories, illustrating the diversity of the service and the many different ways Filterfresh can service the needs of their clients in offices nationwide.

Result

With Filterfresh, Lounge Lizard didn't just stop at the launch. To further increase the effectiveness of the coffee service's online venture, Lounge Lizard took responsibility for the Google AdWords campaign of Filterfresh with dramatic and

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quantifiable results. Through measuring lead conversions and tracking the high conversion rates generated from the site's design and direct response capabilities, Filterfresh has shown tremendous growth and continues to hold high rankings in organic searches through major engines as customers continue to visit and buy from their office coffee service web site.