

Tropic Trailer.



ANTON JAE AGENCY CASE STUDY

Client: Tropic Trailer

Industry: Trailer Dealer and Rentals

Location: Fort Myers, FL

THE CLIENT

Tropic Trailer is the largest equipment trailer dealer in Florida and one of the Top 10 in the country, selling trailers and products all throughout Florida. Locally, Tropic also services trailers for repairs and upgrades. The company derives its success from their commitment to customer service. As Owner Eli Mendes likes to remind his customers, the only people who leave unhappy are the people who didn't let him or his staff know that they had an issue. Tropic Trailer is dedicated to maintaining high customer satisfaction and their providing a premium selection of trailers, trailer parts, and repair services.

Tropic Trailer has two locations, one in Fort Myers and another in Marianna, Florida. They have been open since the early 1990's and maintain a large selection of inventory to go above and beyond customer needs. Since their partnership with Anton Jae Agency, they have elevated their online sales to gain recognition as one of the larger dealers in the country both online and offline. Anton Jae Agency has helped to define and grow the Tropic Trailer brand and increase their offline sales by driving traffic to their store location. By creating and developing an online platform to sell trailer parts and accessories, they have expanded their clientele and increased sales.

What sets Tropic Trailer apart from their competitors is their passion for extraordinary customer service and their wide range of both offline and online products and services. For Tropic, the key is to always put the customer first – a sentiment that is certainly reflected in their ratings and reviews. Even in the face of the occasional negative review or comment, Tropic Trailer always makes an effort to reach out and resolve all customer issues.

CHALLENGES

One of Tropic Trailer's biggest challenges before signing on with Anton Jae Agency was creating an e-commerce store and utilizing its social channels to direct traffic and increase awareness. The trailer industry is slow-growing when it comes to technology updates and Tropic wanted to take advantage of its ability to sell online and offline to compete with both types of dealers within their market. Tropic Trailer had the inventory but needed guidance to implement their online sales strategy.

Additionally, their website was in rough shape. Not only did they have a virus warning, but they also did not have any infrastructure for SEO, making it hard for potential customers to find them online.

“Since working with Anton Jae Agency, Tropic Trailer's business has grown by 298%.”



RESULTS

Anton Jae Agency increased traffic for Tropic's Fort Myers location as well as their online shop using a tailored marketing strategy that utilized advertising, blogs, and social media. Anton Jae Agency and Tropic worked together to generate content that aligned with customer's interest, not just to platform their products. Anton Jae Agency created visually appealing branded images with custom tags and quotes to share across growing social media platforms, including Facebook, Twitter, and Google Plus. Monthly blogs were written relating to Tropic's products (such as fishing, boating, and maintenance tips) to grab interest and increase SEO. Anton Jae Agency worked to increase regional awareness and expand each social media platform's audience. Anton Jae Agency also worked to maintain Tropic's commitment to customer satisfaction by actively addressing any comments or concerns expressed in online comments or reviews.

Anton Jae Agency created a functional online sales platform in under 3 months and had a full store inventory in less than 6 months. Anton Jae Agency has elevated Tropic Trailer's social platform with content that drives the audience to Tropic's social pages and website. Tropic Trailer has seen a 298% increase in revenue since working with Anton Jae Agency.

Anton Jae Agency put Tropic Trailer on the "map" in terms of SEO. They went from having a website with a virus warning to having a website that is optimized for all relevant keywords. Tropic Trailer is on the first page of Google search results for more than 40 relevant keywords. They are the number 1 Google search result for "utility trailers," which is an extremely high volume keyword.

They get an average of 7,000 visits to their website each month, 70% of which come from business listings and search engines.

SUMMARY

With Tropic Trailer's commitment to customer service and its variety of quality products, customers know they can have an excellent experience buying from Tropic and find exactly what they need. Together, Tropic and Anton Jae Agency have challenged trailer dealers in the industry by competing both online and offline. Tropic continues to grow both sides after the success of their first few years with an online presence. Thanks to the partnership with Anton Jae Agency, this Southwest Florida trailer dealer has been able to step onto the national field in the trailer industry. They already had a phenomenal product, Anton Jae Agency simply helps them get found.

