



# STANDING OUT IN THE CROWD WHEN YOUR JOB IS TO BLEND IN.

Merit Mile Takes Quackskins into the Major Leagues of the Outdoor Retail Industry.



## Building a Better Mousetrap

With the ability to see two to three times farther than humans, it's no wonder that duck hunters know concealment is of the utmost importance. With over 11.5 million hunters in America, staying hidden is big business.<sup>1</sup>

But what happens when the camouflage patterns offered by the established mega-brands and big-box stores don't offer the type of concealment for your environment? That's what Quackskins solved with a camouflage lineup specifically designed for waterfowler hunters in the warm southern reaches of the migration – the wetlands of South Florida, coastal marshes of the Gulf, the southern Pacific Flyway, and beyond. Quackskins is a purpose-built camo pattern designed to disappear in bright green cattails, sawgrass, and bulrush found in warm climates or during early Teal season.

Launched in 2017, Quackskins was immediately adopted by warm-weather hunters and business took off. One year later, sales doubled and Quackskins was poised for significant growth going into the 2018-2019 waterfowl season, but the website and digital advertising strategy was lagging.

## SERVICES PROVIDED

- Messaging and positioning
- Website design and development
- Copywriting
- Photography
- Google AdWords campaign

## HOW THE NEW WEBSITE HELPED QUACKSKINS:

- New photography lets the camouflage do the talking
- The website features the story behind Quackskins
- Product features are prominently displayed
- Security, search, and performance optimizations were implemented
- Online sales are growing through Google AdWords campaigns



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<sup>1</sup><https://www.doi.gov/pressreleases/new-5-year-report-shows-1016-million-americans-participated-hunting-fishing-wildlife>

## Getting Ready for Prime Time

Quackskins came to Merit Mile in August 2018 with three goals:

1. Tell the Quackskins story with visual cues and a compelling story
2. Design a modern, engaging, and mobile friendly website to give Quackskins a professional and competitive edge
3. Appeal the Quackskins brand to a broader geographic audience

With a highly seasonal market, Merit Mile and Quackskins knew they need to act fast and get to market before the 2018 fall season.

## It Starts with Storytelling

Whether it's a new breed of camouflage or roto-molded water bottles, Merit Mile understands that behind every innovative product is a great story. The partnership started with a messaging workshop where, in the spirit of Simon Sinek's Golden Circle, Merit Mile captured the essential "why" of Quackskins, and then explored the "how" and "what" behind the product line. With messaging and positioning in hand, the foundation for a website strategy, copy, creative, and advertising was laid.

## A Timely and Cost Sensitive Approach

While Merit Mile normally develops custom web solutions from the ground up, Merit Mile proposed using a turn-key WordPress website for two reasons: Help control costs in the cash-flow sensitive outdoor retail market; and speed up the development process. In short order, the website pages were designed and written, photography was shot, custom product icons were developed, and the site went live. The existing WooCommerce backend was migrated to the new site without any business disruptions or loss of revenue.

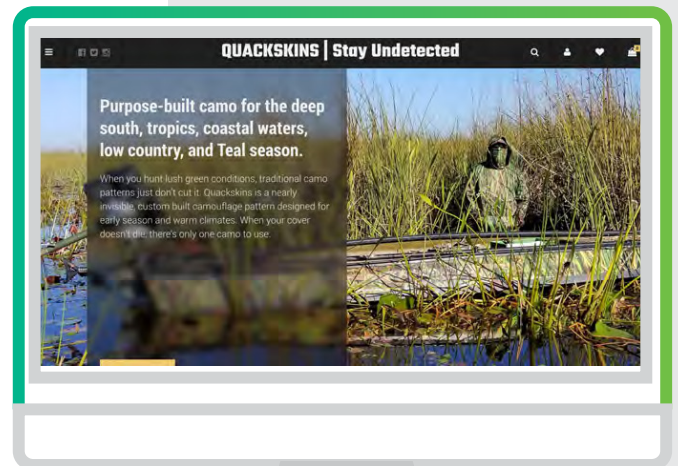
When a picture is worth a thousand words, the new website lead with a display of stunning, real-world photos of Quackskins in action. Merit Mile staged a photoshoot to demonstrate how Quackskins offers greater concealment than traditional waterfowl camouflage patterns. Custom icons to express the product attributes added uniquely ownable elements to the Quackskins brand.



Finally, Merit Mile addressed search and ecommerce optimizations including SSL certificates, Google and Bing indexing, Google Analytics, and Square integration for mobile and online payments.

*"Working with the creative team at Merit Mile was really easy. They brought a wealth of expertise and ideas to the table and were able to realize my vision. They made the process efficient for me every step of the way."*

– **Alex Pomareda** | Quackskins Founder



*"Merit Mile took the time to understand the vision behind Quackskins and understood how to bring that to life with words and photography. We put the upfront time into this process and it really shows on the new website."*

– **Alex Pomareda** | Quackskins Founder



## Driving Growth with Digital Advertising

The new website was launched at the Florida Sportsman Expo in Tampa, Florida in October 2018. Feedback from fellow hunters has been excellent and online sales are up by 50% since the launch.

*"Site traffic, sales, and social media chatter have all gone up since we launched. I'm excited to use the new website as a platform for growth"*

– **Alex Pomareda** | Quackskins Founder

Merit Mile is now managing a series Google AdWords campaigns to further boost search results and online sales. As the product line expands, Merit Mile and Quackskins will continue to evolve the website and the digital marketing strategies.



**Stand out in the crowd and grow your business today!**



### About Merit Mile

Merit Mile is an award-winning integrated marketing, PR and advertising agency. As a team, we're a resourceful and energetic collection of business-minded strategists, eccentric artists, and technology enthusiasts, passionate about building brands, generating leads, and measuring the impact of our work. Our approach is deeply rooted in first understanding the business model. Stripping brands down to their essence and identifying the "why" then enables the type of positioning and true differentiation that fuels creative, PR and interactive execution. This standard rhythm of business is a fundamental aspect of every Merit Mile client engagement, regardless of industry or focus.

### Headquarters

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