

Litmans



Litmans are a wholesale fabric supplier who have been offering lace fabrics throughout the UK and worldwide for 65 years, from their base in Nottingham, UK.

'Since we have worked with Hallam, we have noticed an increase in traffic to our site and all our social platforms.'

Lisa Washington,
Marketing and Social Media,
Litmans

Key Facts

- Increase in web traffic driven by new visitor increase of an average 49% each month.
- Twitter following up from 2,000 to over 9,500.
- Client has insight into digital marketing and how to get the most out of their online presence.
- Litmans have since attended training sessions with Hallam to further their marketing knowledge.

Client Background

Litmans are a wholesale fabric supplier offering lace fabrics, net, tulle and more in **the UK and worldwide**. The company was established in 1946 and now stocks over 2 million metres of fabric at their Nottingham head office.

Litmans had a website and small social media presence and wanted to **better understand how they could improve** and the opportunities therein.

They employed Hallam to provide **a website and marketing analysis**, comprising a detailed review and set of recommendations. They also attended social media training with Hallam Internet as part of the Nottingham Trent University's Working with You programme.

The report has provided them the foundations to thrive online, and they have seen a marked increase in web traffic and social media engagement. The training has enabled them to further their knowledge in digital marketing for business gain.

Graph below shows a marked increase in website traffic since changes were implemented at the end of 2013.

Source: *Litmans Google Analytics*





The Business Challenge

- Review the existing website.
- Review the existing social media channels and campaigns.
- Provide a detailed analysis to highlight what is working well and what could be improved.
- Provide a detailed set of recommendations for the client to implement.

How Hallam Helped

Hallam provided a comprehensive **website and marketing analysis report**, comprising a thorough analysis of the existing website and digital marketing channels.

This analysis highlighted a number of **positives for the company**, as well as showcasing some of the **opportunities for improvement** from an SEO and UX (user experience) perspective.

The report provided the client a **clear set of recommendations** which they have since been able to implement for business benefit.

The Results

The 30+ page report was very well received by Litmans, who appreciated the clarity and thoroughness with which the report was presented.

They have implemented many of the recommended changes already and plan to continue to improve moving forward.

They have so far **seen a marked improvement in website traffic and social media engagement**, which they attribute to the changes recommended by Hallam. They would recommend Hallam to their peers.

'I would wholeheartedly recommend Hallam Internet. They did an audit on our company website in late 2013 and we received back a highly detailed, 30+ page report packed with in depth information that has been invaluable to us. The report also included an audit of all of our social pages. Since we have worked with Hallam, we have noticed an increase in traffic to our site and all our social platforms. It has given us some great insight into digital marketing and how to get the most from our online presence. We would not hesitate to work with Hallam again.'

Lisa Washington,
Marketing and Social Media, Litmans

About the website and marketing analysis report

Our website and marketing analysis report is delivered as either a one-off project or as part of an ongoing retainer with Hallam Internet. The report is tailored to your needs, be it a review of an existing site for improvement or recommendations for a new website based on past performance. Contact us on **0800 622 6100** or email **info@hallaminternet.com** to find out more and book your website review.



VISTAGE

