CASE STUDY

Power Packaging Reaches More Users with New, Engaging Content and Updated Website

powerpackaging.com

Power Packaging, a DHL company, is North America's premier provider of manufacturing and packaging services to the world's largest consumer packaged goods (CPG) companies. As a leader in the food and beverage industry, Power Packaging delivers innovation, quality, and efficiency to its partners through end-to-end services that their partners trust. Offering all levels of services to their partners, Power Packaging specializes in dry food manufacturing and packaging, secondary packaging, supply chain solutions, and dedicated facilities for design, business development and operations.

FOCUS	**SIZE**
B2B	1001-5000

PRODUCT	**INDUSTRY**
Production & Packaging	Industrial Manufacturing

INTEGRATIONS

Google Analytics

DNN MODULES

- DigArticle
- Google Maps API

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Thanks to Minds On, our website is now a sales asset. Our prospects and customers are more informed, have the resources they need and we continue to see positive results.

Chuck Woods,
Business Development & Marketing

Get In Touch

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Challenges and Goals

- Design and develop a more organized, interactive and responsive website
- Build brand awareness and visibility
- Further penetrate the snack food market by promoting core services to a growing industry segment
- Redesign the current content management system (CMS) to make content updates easier and more efficient

Our Solutions and Strategic Approach

- Utilize DNN to improve content management and provide an easy-to-use CMS solution
- Redesign website to be more engaging and interactive for visitors by implementing market-focused content and strong calls to action
- Develop and implement new industry-specific content to create awareness and increase traffic
- Create new and engaging product overview videos
- Use Google Analytics to track website traffic and improve data visibility

Results

- Significantly increased sales opportunities funneling through the new website
- Gained visibility into website traffic with the ability to distinguish between prospects and existing customers interacting with the site
- Increased users and site sessions by over six percent
- Reduced bounce rate by over 20%