

Case Study

Problem



GENUINE FIRST AID®

Genuine First Aid approached Richter10.2 to handle their main problem of their target audience not knowing about the company or its products on both the consumer side and commercial side, which was the primary reason for lack of sales and new orders. Their patented product clearly, once demonstrated, beats any competing products hands down but without broad awareness, the company was facing large sales barriers.

Solution

Richter10.2 developed the idea of using new media tools to broadly demonstrate the product to the target audience in order to foster awareness and interest. The goal was to reach out to distributors to make introductions and generate relationships that would manifest into accounts for GFA as well as to promote the products on a grass roots level to consumers in order to raise awareness and produce orders.

A full new media and social media strategy was created to be used as a platform to reach out to the target audience in order to make GFA and its products known. Richter10.2 created a professional video that demonstrated the product itself to interested parties in comparison with competing products. Additionally, all of the blogs, social media sites like Facebook, Flickr and Twitter were all geared toward demonstrating the product since this was proven to be GFA's successful sales action.

Result

Prior to Genuine First Aid starting with Richter10.2, sales were non-existent and any current orders they had were small. After the 6 month strategy had run its course, GFA had built a full online presence with an average of 4 to 5 new accounts being closed daily. Additionally, sales had become so strong that GFA created plans and started building the largest first aid kit manufacturing plant in the world to be located in China, which is currently underway.