

## sees "sharper" eCommerce results with Solid Cactus

Selling the sharpest looking uniforms requires an even sharper looking website. When his previous developer fell short, Averill Bromfield took his online store, [sharperuniforms.com](http://sharperuniforms.com), to Solid Cactus for a design and marketing overhaul.

*"The development team at Solid Cactus can make anything happen. They jump through hoops for their clients."*

—Averill Bromfield,  
*Averill's Sharper Uniforms*

For five years, Averill's Sharper Uniforms has been providing high quality uniforms to restaurants, hotels, casinos and other hospitality industry establishments throughout the country. Three years ago, president Averill Bromfield hired Solid Cactus to redesign his eCommerce store. Increased traffic and sales made Bromfield a very happy business man, so happy that he began utilizing Solid Cactus' Internet marketing team to continue his success.

Bromfield was ready to update his store with increased functionality and a fresh design, but when his initial developer was unable to produce the changes he needed, he turned to Solid Cactus.

"My previous developer ran out of steam. I wanted things done that they couldn't do. The development team at Solid Cactus can make anything happen. They jump through hoops for their clients," said Bromfield.

Bromfield received a [professionally designed online store](#) with a user-friendly check out and navigation.



Averill Bromfield, president of Averill's Sharper Uniforms took his online store, [sharperuniforms.com](http://sharperuniforms.com), to Solid Cactus for a design and marketing overhaul when his previous developer fell short.

"The store looks high-end, but it's simple for the shopper. My previous developer couldn't do it but Solid Cactus did. They have the technology team to make it happen," Bromfield explained.

With his site now dressed for success, Bromfield's next move was to hire the Solid Cactus Internet marketing team which proved to be an effective conversion

booster for the uniform megastore. SharperUniforms.com has seen exponential growth ever since.

His transition into Internet marketing began with pay per click (PPC) campaigns. The results convinced Bromfield that the next logical step was to add social media optimization (SMO) to his plan.

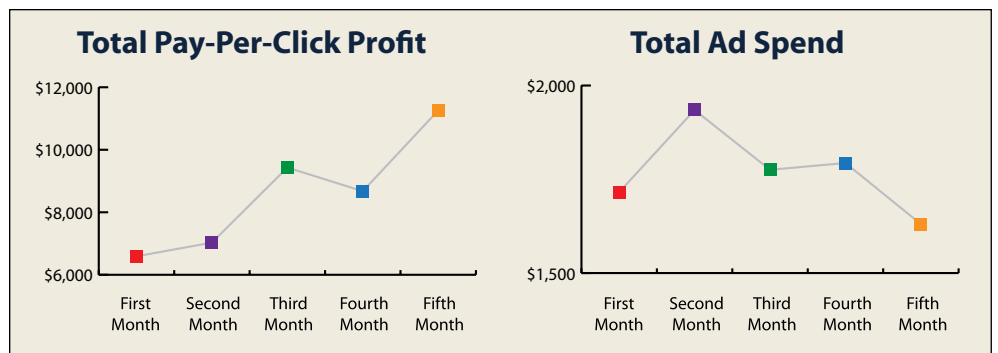
Bromfield trusts his PPC and SMO specialists to continually optimize his campaigns. Being open to new ideas and advertising initiatives allow his specialists to maximize his return on ad spend (ROAS) each month.

His dedicated account managers meet with Bromfield each week to keep him fully informed on how his campaigns are performing. He loves the customized reports they create, which conveniently illustrate all the campaign details and sales figures.

Bromfield's confidence in the development team at Solid Cactus fueled his decision to hire them to design a second online store, with PPC management added so he can start building traffic and sales right from the start.

There is no end in sight for the strong partnership built between the business savvy Bromfield and the team of eCommerce experts at Solid Cactus.

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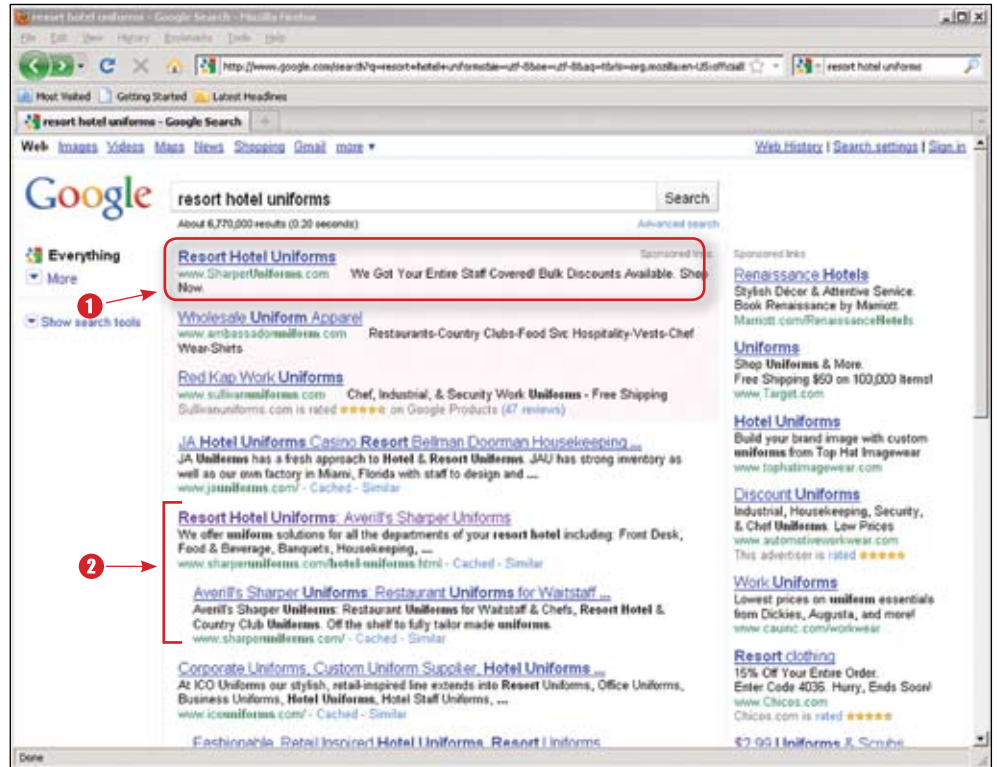
With Solid Cactus managing [SharperUniforms.com's](http://SharperUniforms.com) PPC account, profits are on the rise as ad spend decreases.

## About Averill's Sharper Uniforms

Averill's Sharper Uniforms is a boutique hospitality uniform company. The company offers both off the shelf and custom uniforms for the front and back of the house. Averill's Sharper Uniforms caters to restaurants, resort hotels, country clubs, casinos and security industries. The store offers very personal service with two-day delivery anywhere in the country for ground rates and will hem most pants at no charge. To learn more, visit [www.sharperuniforms.com](http://www.sharperuniforms.com).

## About Solid Cactus eCommerce Marketing

**You know your audience. We help you find them.** Opening your doors for business alone won't bring you shoppers. Marketing is the lifeblood of your eCommerce website, and when it comes to [eCommerce marketing](#) there are many channels to help you attract the right visitors to your online store. [Pay-Per-Click](#), [Search Engine Optimization](#), [Social Media Optimization](#), [Affiliate Marketing](#), [Comparison Shopping Engines](#), and [Email Marketing](#) are all effective online marketing solutions to target your key audience. eCommerce marketing is much more than just getting traffic to your eCommerce store; it's also about generating repeat business, building customer relationships, and raising brand awareness.



[SharperUniforms.com](http://www.sharperuniforms.com)'s PPC specialist helped them reach the top spot **1** in Google search result rankings. These sponsored links appear high in the eye of resort hotel uniform browsers. They also hold the second and third spots **2** in the organic search results.

For more information about eCommerce Marketing by Solid Cactus call: 888.361.9814