Kentico

Marshalls

[www.marshalls.co.uk/commercial](www.marshalls.co.uk/commercial)



Marshalls
NetConstruct

CONSTRUCTION

Kentico MVC has provided Marshalls with a flexible and secure platform to integrate with the third-party functionality required to streamline their CMS and integrate with their PIM, allowing them to showcase their broad range of products and services through their commercial site and generate fresh leads.

# 2,000

Quote requests since launch

# Background

As the UK's leading hard landscaping manufacturer, Marshalls is synonymous with delivering **quality and innovation** across commercial and domestic markets.

As part of their 2020 digital strategy, they wanted to update their websites and needed a web agency to partner with their in-house development team to **upgrade key infrastructure, enable their marketing team and provide better customer service**. Starting with their commercial website, NetConstruct's UX and Design team were tasked with modernising the site whilst their development specialists assessed integration requirements.

# Goals

Marshalls have two key markets – **commercial,** which serves large-scale projects such as offices, warehouses, national house builders, rail, and infrastructure and **domestic,** which is consumer-led. This project focused on the commercial websites and their target audiences include:
- architects
- engineers and consulting engineers
- contractors (design and build / main contractors / ground works)
- merchants

Due to the vast product and project information Marshalls had available, the new commercial site needed to be adaptable based on the requirements of their audience. An automated marketing solution was required to empower Marshalls' marketing team in building and promoting new content, providing relevant and inspiring information quickly and efficiently to drive traffic and improve conversions.

Key objectives of the project included:
- modernising the websites within their commercial portfolio
- streamlining the UX to allow end consumers to request quotations and samples easily
- developing the existing information architecture to improve SEO conflicts
- working with Marshalls' development team to improve their knowledge of Kentico

# Challenges

- Migrating website to the Kentico with no disruption to the business
- Taking a content led approach to design
- Marshalls' lack of Kentico knowledge and experience
- Integration with Marshalls' PIM system

*"Our decision to use Kentico as an MVC implementation has meant that we have delivered a stable and modern digital experience platform. We have integrated with Salsify, a PIM system and also created a bespoke implementation of Cloudinary. Kentico benefited the project by allowing simple integration and offering all the experience technology that we require."*



***Marco Maccio***
*Head of Digital Marketing*
*Marshalls*

# Solution

Marshalls had completed extensive user persona testing ahead of working with NetConstruct. This research provided a starting point for the project and informed much of the UX and design of the website.

**An agile approach was taken to design and development, allowing both teams to work more effectively**. Working in sprints to prioritise the design and development deliverables and daily client/agency calls to review progress ensured the project stayed on track.

One of the main challenges identified was the integration work Marshalls required, moving from multiple systems to one centralised Kentico platform. **Tackling this early in the project through prototyping and testing allowed NetConstruct to eliminate a degree of risk to the project.**

**NetConstruct's and Marshalls' technical specialists worked collaboratively to integrate the PIM system to facilitate the site product data and future-proof the system.** The team prototyped the integration work with Salsify to create a PIM system that would draw product information from a single source, integrating with Azure Cosmos DB instance noSequential database to provide better platform performance when accessing data from the website.

The commercial site had no asset management in place and files were part of the solution rather than separate, severely reducing the Digital and E-commerce teams' ability to manage the estate and implement initiatives to improve conversion rates. **Using Kentico features, the site was built in modules, enabling Marshalls to build and create their own campaigns and landing pages using flexible templates.**

**Azure Search provided superfast suggested search which integrated with Marshalls PIM data required for extensive onsite search by product.** Incorporating both text and image snippets, the Azure Search feature provided the 'inspiration' many architects look for when visiting the site.

**Cloudinary was introduced to manage Marshalls' huge image gallery.** This centralised resource offers on-the-fly transformations, allowing images to adapt based on the viewing device, providing the design flexibility their site previously lacked.

**By standardising the CMS to the latest Kentico MVC framework, NetConstruct were able to provide stability to the site, simplify navigation and provide a better user experience.** By adopting MVC, there was an opportunity to future-proof the platform and the upgrade path, whilst allowing NetConstruct to work with the latest technology.

Leads can now be generated through the website thanks to a new sample/quote request form. **Users can select products cross-referenced**

**from the project profiles onsite and request a quotation, generating leads through form fill.** Through in-depth image tagging, Azure Search references samples based on projects and images they are viewing.

Comprehensive training with the Marshalls team provided them with a better technical understanding of Kentico and enabled them to take control of ongoing iterative changes to the website.

The NetConstruct and Marshalls teams took a forward-thinking, adaptive approach to the site development, coded to create the foundations for future development of the domestic and corporate sites.
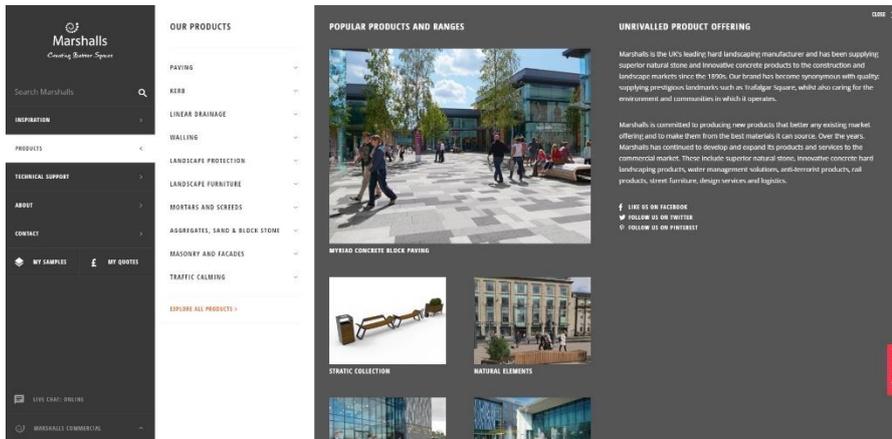


# Results

Through working collaboratively, the teams delivered a new commercial website for Marshalls that perfectly showcases their high-quality products, stunning design projects, and services. Using considered, persona and content lead design and UX, the new site manages Marshalls' vast content library of images, product information, case studies, user guides, BIM, and white papers in a functional and adaptable way, to inspire and delight architects and designers. The site has seen significant conversion improvements since it launched on May 21, 2018:

- 219,000 new site users
- 1,000,000+ page views
- 2,000 quote requests
- 11,036 Contact Us requests
- 46,000 data sheet downloads

# Key Criteria for Choosing Kentico

Marshalls completed their own high-level project requirements and performed an evaluation of several CMS technologies and identified Kentico 10 as their preferred platform due to its ability to offer simple integration and site stability.

Kentico EMS was a key feature, offering Marshalls autonomy of the website and allowing them to create content and landing pages in a flexible way by facilitating Kentico functionalities without requiring a development team. Marketing Automation was a key functionality that Marshalls required, and Kentico's EMS provided.

# NetConstruct

At NetConstruct our goal is simple - to build better digital. Part of the IDHL Group, we work with ambitious clients, engineering their websites to deliver digital services that enhance customer experience.

Working in partnership, we keep it simple, uncovering digital evolutions that make a real difference. Our team of strategic developers collaborates with inventive UX designers, crafting solutions to unlock the potential within your website.

We look ahead, striving for even better still. Through our expert analysis, scoping and future phasing, it is our aim to ensure that your customers' next user experience will be better than their last.

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