



CLIENT

Arcade Classics

LOCATION

US and Canada

INDUSTRY

Amusement Devices

Overview

Manufacturer of the finest quality and most authentic classic arcade machines currently available in the industry. Arcade Classics came to WebiMax to help promote their brand and sell classic arcade machines. We put together an entire digital marketing strategy for Arcade Classics that included Design, SEO, and Social Media Marketing.

Project Summary Highlights – Web Design & Development

- Platform migration to Magento
- Engaging redesign to perform and convert
- Created all content
- Vast improvements in conversions
- Ecommerce Transactions and Revenue Increased

Project Summary Highlights – Digital Marketing

- 6994% increase in website traffic within 10 weeks.
- 100% increase in social conversions.
- 578% increase in fan growth
- 2,500 Facebook fans attracted by engaging posts and ads.
- WebiMax efforts not only created a place for their fans to have fun and engage, but Facebook jumped from the 9th source of referral traffic to the 1st.