

Behind the scenes of LINDAL's website success

A unique colour coding and two-way search system has helped customers of LINDAL Group to better identify their products and services

In January 2019, LINDAL Group hit the launch button on its new website. Complete with a product colour coding concept, 360° product views and a host of other new features, the platform has since been paying dividends for its visitors. Group marketing manager Kashif Choudhry, who managed its implementation, reveals the reasons behind the website refresh and shares some insight as to what will be coming up in the future.

The new site was launched over 18 months ago – how has it been performing?

Since launching, the site has seen 20% more traffic than the previous year, an additional 1,000 monthly visitors in 2020, and new leads have multiplied by five. Our news section has also become one of the most visited areas of the platform.

Why was it important to Lindal to refresh the website?

Having listened to our customers, we recognised that finding product details

quickly and easily was a crucial part of their experience, so we developed a platform that responded to those needs. In turn, this created an opportunity to develop other important elements of the site.

What kind of response has it received from users?

We have been really impressed with the overall response. Customers have told us the site is now a 'wealth of useful information' on Lindal and our dispensing solutions. They have also reported that the

new colour coding and two-way search system makes it very intuitive in helping find the right products.

What is the market segment colour coding concept, and how did you come up with the idea?

The colour coding concept allows users to search our entire product portfolio by market segment, with a specific colour attributed to each segment. This allows them to find the best dispensing solution in a fraction of the time, and highlights the whole product range available in that particular segment.

The idea works alongside product category searches too, forming a two-way search functionality. But the colour coding is not simply a navigational tool, it is a concept that is integral to our overall branding, and something we use offline in our promotional material, as well as online.

For both the colour coding system and the 360° product views, we took inspiration from online business-to-consumer e-commerce platforms.



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Both search mechanisms are relatively new in the business-to-business space, especially in the packaging sector, and it is, in fact, something that has never been incorporated in aerosol dispensing before.

What do customers think of it?

The response has been really positive; to be honest, it has exceeded our expectations. Customers and partners say they are now inclined to go directly to the site for product information, and it is not just customers – we have also seen our online market segment model replicated elsewhere, suggesting our competitors are quite taken with it too. It is a great compliment to our concept though, and we are pleased it has been recognised, albeit unconventionally.

As well as the market segment colour coding, what else has been a key difference for customers using the site?

Customers are coming back to say that the 360° product views are really helpful, as you are able to control the view and this allows you to bring the product to life.



Kashif Choudhry, group marketing manager at Lindal

The refreshed careers and news sections have also been performing well, with a high number of CVs and applications received during the first half of 2020. A growing number of visitors are also keeping in touch with us via our blogs, press releases, and editorials. Our centralised contact form

has also made it easier for prospective customers, partners, and potential colleagues to get in touch with the relevant person or department directly.

Do you have any future plans for the development of the website?

We have got lots of exciting things in the pipeline! Again, we have listened to our customers and partners, and plans are already underway. Making the website available in multiple languages, increasing the volume of product sheets, and providing restricted areas to showcase our innovations are all in the offing. Watch this space.

For more information:
Visit: lindalgroup.com

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