

OVERVIEW:

Save Phace came to Splash Media to increase brand awareness, create an online support network, sell current products, and help market and eventually sell their newest product line (Extreme Face Protector).

MILESTONES:

- Engaged with Splash Media in February 2011
- Splash created their blog, which has tracked over 3,000 unique clicks and has generated three (3) substantial leads.
- Save Phace had 276 Facebook fans prior to engaging with Splash; that number is now 3,240 and growing.
- Social Media accounts for 6.7% of all online sales.
- Splash Media's efforts account for a 10% lift in sales.
- Facebook, the blog and LinkedIn are in the top 5 referral sites.
- Created two targeted groups on LinkedIn that now have over 300 members and have produced three (3) additional retailer leads.
- Created customer service outlets on Facebook, Twitter, LinkedIn, the blog and YouTube.
- Increased YouTube channel views to 62,000 from 38,000.
- Social Media generated two leads that converted into business for Save Phace.
- First page of Google for at least six (6) top key phrases:
 - o Sport utility masks
 - o Tips for buying face protection
 - o Tactical paintball mask
 - o Tactical Airsoft Games and Scenarios
 - o Military airsoft face protection
 - o Bass fishing mask

FEATURED SUCCESS STORY:

One of the owners of Weldplus, a company located in Germany, was browsing the web when he came across a LinkedIn discussion listed outside of LinkedIn. The post was a Save Phace blog about the Extreme Face Protector and its key features. The owner clicked through to the blog where he found several blogs covering each part of Splash Media's content funnel, (awareness, evaluation and decision). He then filled out a form located on the blog to get more information from Save Phace. From there, Save Phace and Weldplus connected and signed a deal that would allow Weldplus to be a distributor to more than seven (7) countries in Europe. After more discussions, Weldplus showed interest in Tactical Series Masks to position them in front of Military and Special Forces.

HIGHLIGHTS

- A welding supplier in Germany found a LinkedIn post featuring our client's new product.
- The prospect filled out a form on the blog to gather more information.
- A deal to have Weldplus become a distributor for Save Phace was closed in 24 hours.

RESULTS:

- Generated a lead that converted into securing a key European distributor.
- Opened a brand new overseas market for the new welding helmet.
- Additional product lines gained exposure and will likely be sold as part of the agreement with the European distributor.
- Weldplus is now a significant evangelist in the social media space to connect European customers with Save Phace.

CLIENT PROFILE**Save Phace****Background**

Save Phace is one of the leaders in face protection. Their products cover everything from extreme sports like paintball and Airsoft to unique masks for bass boat drivers and welders. They pride themselves on leveraging design and technology to create quality products – backed up by excellent customer service and dealer support. Specifically, Save Phace strives to:



- Be the world leader in Face Shields, Face Mask, Safety Mask, Welding Helmets, Paintball Mask, Air Soft Mask, Military Training Mask, Boating Mask and many others.
- Provide extraordinary service to customers and dealers alike.
- Leverage social media to be a key driver in design, service and sales.

Website:

<http://www.savephace.com>

Social Sites:

 facebook.com/SavePhace

 [@SavePhace](https://twitter.com/SavePhace)

 youtube.com/SavePhace

 blog.savephace.com

Details



Sales Goals in Google Analytics

Social media accounts for 6.7% of all web sales!

Sell the Extreme Face Protector

WANT TO SELL THE EFP IN YOUR STORE?
We make the world's first and only welding and grinding mask with 180 degree view with ADF. Receive up to **25-40%** margins on a product that's guaranteed. Fill out the form below to receive more information

We will send you a free mask to try and show your current customers. If you don't like it, we'll pay to have it sent back!

Increase Revenue by Selling Our Revolutionary Welding and Grinding Mask.

Sell the world's first and only welding helmet with 180 degree view with ADF.

1. Sell the 1st & ONLY Welding Helmet in the World with 180 Degree lens design.

2. Sell the 1st & ONLY Welding Helmet in the World WITH an ADF integrated into a 180 Degree lens

Name *

The above form on the blog has created multiple lead generating opportunities.



Welding and Cutting Professionals

Discussions **Members** Promotions Jobs Search More...

Search members Members (1,064)

Major product exposure has taken place in a very specific group with the exact target market!

Details




The Extreme Face Protector is The Best Welding Helmet | Save Phace Blog blog.savephace.com
The Extreme Face Protector from Save Phace has all the features to make this the best welding helmet available in the welding industry.

1 month ago


Like Comment Stop Following Flag More

Erik Peeters, Rob Carroll and 3 others like this
12 comments



Andy Pearson • That's a bold statement! Is this for the American market or is it available worldwide?
1 month ago


Andy
Stop Following



Allan Gray • Hi Andy, you will be able to purchase the SAVE PHACE product range through Weldplus in Germany. If you need more information then please feel free to contact us either through our Website (www.weldplus.de) or over the phone +49-2662-9443339.
1 month ago


Allan Gray
Follow Allan

Andy, a member of the Welding and Cutting Professionals group, commented on a blog post that was posted in a LinkedIn group and within hours, Allan Gray, owner of Weldplus jumped into the conversation. The post you see from Allan was 30 hours after he filled out the form on the blog and signed a deal with Save Phace!




Brian
Follow Brian

It looks very flash, but what are the total dimensions of the welders viewing lense?
1 month ago



Paul Morrison • What is the optical class on the lense?
14 days ago

Follow Paul



Allan Gray • Hello Brian and Paul,
I would like to take the opportunity to answer your questions in turn.

Firstly Brian, may Thank you for your question, the exact dimensions of the helmets viewing lens are all covered under the European Norm EN 379 to which the autodarkening lens has been manufactured to and is consequently CE certified for use in Europe. It is also important to point out here Brian that this is the only helmet available on the market with 180° viewing so that you are actually aware of what is going on around you as well as what is in front of you, as far as viewing capabilities are concerned this is the new standard for industry.

Secondly Paul, here is the answer to your question:
Features

- 180 degree ADF Holder Lens (Shade #10)
- HIGH quality ADF Fixed Shade 3/10
- Auto On/Off
- 100% solar recharge - no batteries!
- 2,500 hour lens life
- Comes fully assembled
- ANSI and CE Approved!
- 2 year warranty

Follow Allan

As you can see here, prospects are asking questions and the client's newest distributor is tackling the tough questions on behalf of Save Phace.