

Kencraft Candy

QUICK FACTS

Company Name
Kencraft Candy

Location
Alpine, UT

Website
KencraftCandy.com

Industry
Candy Manufacturing and Wholesaling

Key Challenges
Build a website that would allow anyone to browse but only show pricing to registered distributors.

Solution

- Website Build
- SEO
- Amazon Training
- Link-building
- Keyword Research

Result
90% of their online customers are now new customers who found the website using organic search.

Though they didn't know it at the time, Ken and Marlene Matheson laid the foundation for one of the finest confectioneries in the world in 1969 when they hand-made panoramic Easter eggs and icing decorations in their home. Their products were an instant hit with friends and neighbors all over northern Utah and with that, Kencraft was born.

In 1974, Kencraft gained national recognition at a tradeshow in Chicago and the home-based business quickly outgrew its space. With orders flooding in, Kencraft moved into a manufacturing facility in Alpine, Utah at the base of the majestic Wasatch Mountains, where the company remains today.

In 1994 Kencraft, Inc. was purchased by a privately held company that added financial and management strength along with new ideas and products. This infusion of talent and capital spurred Kencraft into new markets including the expansion of manufacturing and sales into Europe, Mexico, and Asia. Kencraft's parent company, Dynamic Confections, owns two other confectioneries: Maxfield Candy Company and Dynamic Chocolates.

Updating a Traditional Company

With the exception of a small candy shop attached to the front of their manufacturing facility, Kencraft has always been a wholesaler of hand-made confections. Most of their customers were repeat customers who had purchased from them for years. They had a website but it was for information only. It didn't allow customers to place orders online. Customers had to call or fax in their orders.

Kencraft management suspected there was business they were missing out on because they didn't have online ordering available and, more importantly, because their website didn't get good search rankings. It was time to act.

The trigger came unexpectedly at a restaurant in Park City, Utah. David Krietzberg, a chief corporate officer for Crexendo, an e-commerce services company based in Orem, Utah,



struck up a conversation with the President of Kencraft, Greg McCormack. McCormack, who'd been looking for a Web services company to help them, was impressed enough to take the leap.

"We had checked out other companies who might do the job for us," said McCormack, "But we felt most comfortable with Crexendo because of its simpler platform and its solid infrastructure well-suited to serving B2B needs."

Challenges

Kencraft needed to keep the solution simple because they didn't have an in-house IT person. Maintenance on their new site would be done by people with only limited technical background. With a regularly shifting product line, they needed to be able to make changes to their website without being dependent on an outside programmer.

Also, while Kencraft management had toyed with the idea of selling more B2C, they knew their bread and butter was B2B—their distributors. That meant they needed a site that would allow anyone to browse their artistic confections but that only showed pricing to registered distributors.



Solutions

Crexendo started by building a custom site to Kencraft's specifications. They also built in conversion rate optimization and SEO after doing the necessary keyword research. As an additional measure to help improve Kencraft's search rankings, Crexendo did some link-building for the new site and provided Kencraft employees with training on how to use Amazon.com to generate even more sales.

Outcomes

Traffic from organic search is up 429 percent. Because of the higher search rankings and higher conversion rates that resulted from Crexendo's work on the new Kencraft site, 90 percent of the orders coming to them online are from new customers. That means their new website is generating about 10 times more orders than their old one did.

Future Plans

McCormack says Kencraft may yet get deeper into B2C sales. But with the main technical headaches figured out, they're free to focus on their core competencies: fine-tuning their product line and making better candy.

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