



# Search Strategy: Mountain Warehouse





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# Company Assessment

"What is Mountain Warehouse?"



## Company Description

- Mountain Warehouse (MW) is a retailer for **outdoor gear and clothing** that was founded in the UK. They sell items such as jackets, activewear, camping gear and hiking gear.
- They have over 330 stores across the UK, North America, Europe, and New Zealand.
- They allow consumers to find **budget-friendly** yet quality options for outdoor gear and clothing (while also carrying an extreme product line for more enthusiastic consumers).



*Eddie Bauer*



## Competitors

- Within Canada, their biggest competitors are **Columbia**, **Eddie Bauer**, and **MEC** – all of which specialize in outdoor clothing and gear.
- Columbia and MEC both have higher prices than MW (especially MEC, which carries luxury brands).
- Eddie Bauer is very similar to MW in terms of prices and products.
- Out of the competitors, MW has the cheapest prices, which appeals to people who are just getting into outdoor activities.

# Cold-sensitive Charlie



## Job Title

**Warehouse Worker**

## Age

**25 to 34 years**

## Industry

**Manufacturing**

## Organization Size

**51-200 employees**

## Job Responsibilities

- Process products and goods
- Load trucks (which is sometimes done outdoors, and in the winter)

## Goals or Objectives

- Maintain high-quality work and efficiency when working in the cold
- Find a solution to his cold-sensitivity
- Stay warm when working at his job, which sometimes requires him to be outdoors in the winter for long periods of time

## Biggest Challenges

- Cheap options for winter clothing often don't provide enough warmth
- Warm clothing is expensive and out of budget, especially due to his entry-level pay
- He is cold-sensitive, so he gets colder than most people
- He doesn't know what winter clothing and accessories he needs to stay warm

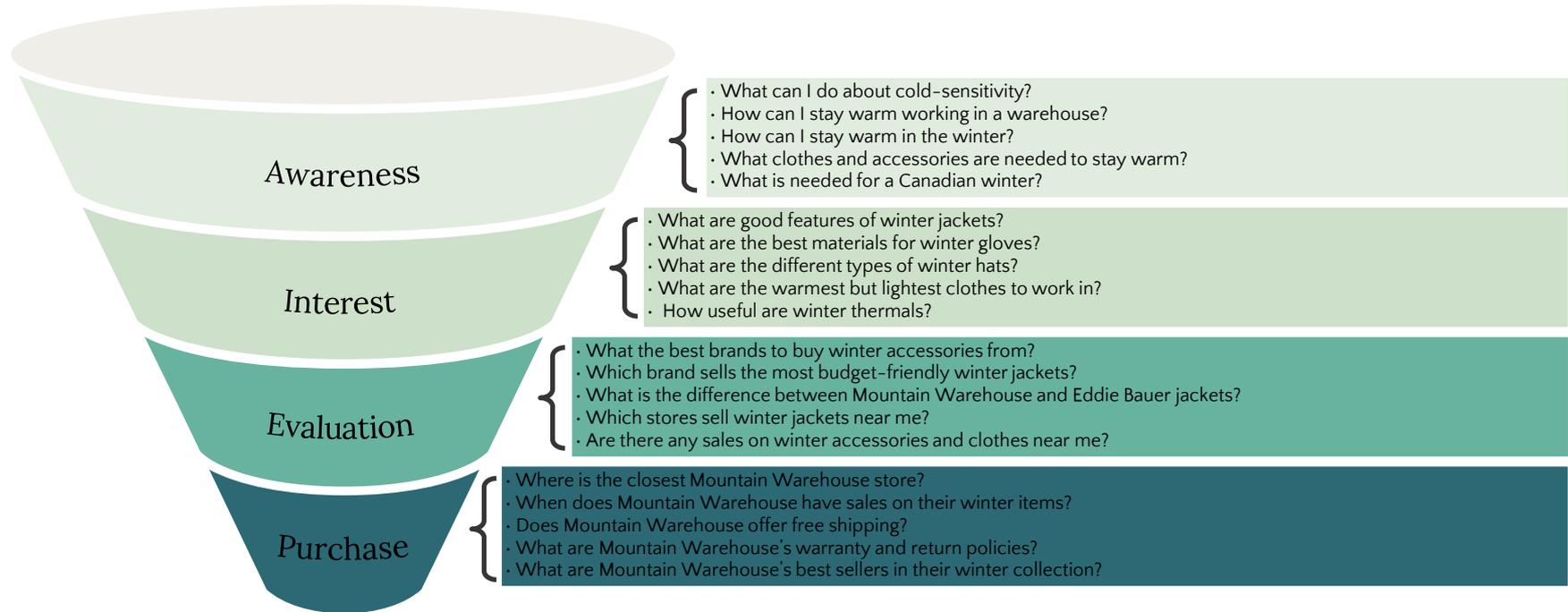


# SEO Strategy

Organically growing traffic and conversion rate



# Consumer Buying Journey





## Target Keywords & On-Page Recommendations

1. “*Winter accessories*” -> Create a blog post page titled What are the Warmest Winter Accessories? | Mountain Warehouse Canada that highlights the various accessories required for winter, and includes links to MW products
2. “*Stay warm in winter*” -> Create a blog post page titled Stay Warm and Cozy This Winter | Mountain Warehouse Canada that highlights all the MW products needed to stay warm and lifestyle tips that can help
3. “*Warm winter boots*” -> Create a landing page titled Warm Winter Boots at Mountain Warehouse Canada that highlights the selection of winter boots and what temperatures they can be used at



## Target Keywords & On-Page Recommendations

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4. “**Affordable winter jackets**” -> Create a landing page titled Affordable Winter Jackets on Sale | Mountain Warehouse Canada that shows all products that are currently clearance or on sale
5. “**Lightweight winter jackets**” -> Create a landing page titled Lightweight Down-Filled Winter Jackets | Mountain Warehouse Canada and highlight MW down-filled jackets which are known to be light yet warm (perfect for use while working in a warehouse where a lot of physical activity is required)



# PPC Strategy

Maximizing the investment into advertising

# Paid Search Campaign #1: **Winter Jackets**

## Parka jackets

**Stay Warm in the Canadian Cold | 20% Off Parka Jackets Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-jackets/parkas](https://mountainwarehouse.com/winter-jackets/parkas)  
Beat the Canadian cold with Mountain Warehouse's insulated and warm parka jackets! Shop our warranty-backed parka jackets on sale for 20% off, only for 3 days!

**Stay Warm in the Canadian Cold | 20% Off Parka Jackets Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-jackets/parkas](https://mountainwarehouse.com/winter-jackets/parkas)  
Beat the Canadian cold with Mountain Warehouse's insulated and warm parka jackets! Shop our warranty-backed parka jackets on sale for 20% off, only for a limited time!

## Ski jackets

**Conquer the Hardest Ski Slopes | 20% Off Ski Jackets Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-jackets/ski](https://mountainwarehouse.com/winter-jackets/ski)  
Tackle ski hills with the best ski jackets to keep you warm and active! Shop our warranty-backed ski jackets on sale for 20% off, only for 3 days!

**Stay Warm in the Canadian Cold | 20% Off Ski Jackets Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-jackets/ski](https://mountainwarehouse.com/winter-jackets/ski)  
Tackle ski hills with the best ski jackets to keep you warm and active! Shop our warranty-backed ski jackets on sale for 20% off, only for 3 days!

## Down-filled jackets

**Stay Warm in the Canadian Cold | 20% Off Down-Filled Jackets | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-jackets/down-filled](https://mountainwarehouse.com/winter-jackets/down-filled)  
Stay warm in the harsh Canadian cold with Mountain Warehouse down-filled jackets! Shop our warranty-backed down-filled jackets on sale for 20% off, only for 3 days!

**Stay Warm in the Cold | 20% Off Down-Filled Jackets | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-jackets/down-filled](https://mountainwarehouse.com/winter-jackets/down-filled)  
Stay warm in the harsh winter cold with Mountain Warehouse down-filled jackets! Shop our warranty-backed down-filled jackets on sale for 20% off, only for 3 days!

## Padded jackets

**Stay Warm in the Canadian Cold | 20% Off Padded Jackets Today | Mountain Warehouse**  
[mountainwarehouse.com/winter-jackets/padded](https://mountainwarehouse.com/winter-jackets/padded)  
Mountain Warehouse has the warmest and coziest padded jackets in Canada! Shop our warranty-backed padded jackets on sale for 20% off, only for 3 days!

**Look Stylish this Winter | 20% Off Padded Jackets Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-jackets/padded](https://mountainwarehouse.com/winter-jackets/padded)  
Mountain Warehouse has the most chic and stylish padded jackets in Canada! Shop our warranty-backed padded jackets on sale for 20% off, only for 3 days!

Here we're testing the difference between mentioning a specific sale timeframe ("3 days") vs. not mentioning any time ("limited time") and seeing the difference in urgency that each creates.

Here we're testing the difference between mentioning a specific location vs. not and seeing the difference in relevancy that each creates.

# Paid Search Campaign #2: Winter Accessories

Winter gloves

**Protect Your Hands this Winter | 20% Off Winter Gloves Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-accessories/gloves](https://mountainwarehouse.com/winter-accessories/gloves)  
Keep your hands warm and cozy with Mountain Warehouse's best winter gloves! Shop our large collection of winter gloves on sale for 20% off, only for 3 days!

**Protect Your Hands this Winter | 20% Off Gloves Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-accessories/gloves](https://mountainwarehouse.com/winter-accessories/gloves)  
Keep your hands warm and cozy with Mountain Warehouse's best gloves! Shop our large collection of gloves on sale for 20% off, only for 3 days!

Here we're testing the difference between mentioning that the gloves are meant for winter vs. not and seeing the relevancy that each creates.

Winter hats

**Protect Your Head this Winter | 20% Off Winter Hats Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-accessories/hats](https://mountainwarehouse.com/winter-accessories/hats)  
Keep your head warm and cozy with Mountain Warehouse's best winter hats! Shop our large collection of winter hats on sale for 20% off, only for 3 days!

**Protect Your Head this Winter | Winter Hats from \$9.99 Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-accessories/hats](https://mountainwarehouse.com/winter-accessories/hats)  
Keep your head warm and cozy with Mountain Warehouse's best winter hats! Shop our large collection of winter hats from only \$9.99 today!

Here we're testing the difference between mentioning a specific price vs. just a generic sale percentage and seeing the sense of urgency that each creates.

Winter socks

**Protect Your Feet this Winter | 20% Off Winter Socks Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-accessories/socks](https://mountainwarehouse.com/winter-accessories/socks)  
The coziest merino wool and cotton winter socks, new arrivals at Mountain Warehouse! Shop our large collection of winter socks on sale for 20% off, only for 3 days!

**Protect Your Feet this Winter | 20% Off Winter Socks Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-accessories/socks](https://mountainwarehouse.com/winter-accessories/socks)  
The coziest merino wool and cotton winter socks at your nearest Mountain Warehouse! Shop our large collection of winter socks on sale for 20% off, only for 3 days!

Here we're testing the difference between mentioning a CTA of going into a store vs. shopping online and seeing the conversion rates that each leads to.

Thermals

**Layer with Thermals, Stay Warm | 20% Thermals Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-accessories/thermals](https://mountainwarehouse.com/winter-accessories/thermals)  
Our thermals are uniquely designed to keep heat trapped near your body and keep you warm. Shop our large collection of thermals on sale for 20% off, only for 3 days!

**Layer with Thermals, Stay Warm | 20% Thermals Today | Mountain Warehouse Canada**  
[mountainwarehouse.com/winter-accessories/thermals](https://mountainwarehouse.com/winter-accessories/thermals)  
Our thermals are uniquely designed to keep heat trapped near your body and keep you warm. Visit your local Mountain Warehouse for 20% off thermals, only for 3 days!



## Display Campaign

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- Use of **retargeting** and **similar audiences**
- Retarget people who have previously visited the website (and viewed some winter items) but not made a purchase -> Show them ads for a discount code on winter items on their next purchase
- The people who use the discount code can be used to create a custom list and similar audiences can be targeted (since they are similar to the people who are willing to buy, given the right incentives)
- This combination of targeting strategies should yield very specific and targeted ads that maximize conversions

**Sample  
Banner Ad:**

**WINTER JACKETS:**  
**20% OFF TODAY**

**MOUNTAIN WAREHOUSE**

**SHOP NOW • SHOP NOW • SHOP NOW • SHOP NOW**

The advertisement features a family of three—a woman, a young child, and a man—standing in a snowy mountain landscape. The woman is wearing a long olive-green puffer jacket, the child is in a bright blue puffer jacket, and the man is in a dark navy puffer jacket with a fur-lined hood. The background shows snow-covered mountains under a clear blue sky. The text 'WINTER JACKETS: 20% OFF TODAY' is prominently displayed at the top in white and orange. The Mountain Warehouse logo is in the top right corner. A circular graphic with the text 'SHOP NOW' repeated four times is overlaid on the image.



# Conversion Strategy

Making the most of consumer traffic

# Here's a landing page that can be used for "ski jacket" ads...

The image shows a screenshot of the Mountain Warehouse website's landing page for ski gear. At the top, there is a navigation bar with the Mountain Warehouse logo, a search bar, and links for Help, My Account, and a shopping cart icon showing \$0.00. Below the navigation bar is a teal banner with the text "CYBER MONDAY - 50% OR MORE OFF + EXTRA 10% WITH CODE BFXTRA10 | FREE SHIPPING OVER \$100". The main heading is "Ski Gear". Below the heading is a paragraph of text: "The complete Ski Gear set will include everything you need to stay warm including a jacket, pants, gloves, base layers and snow boots for wear around the village. Mountain Warehouse has all the ski clothes you need to get ready for the slopes in a great range of colours and designs so whether you are a beginner skier heading to Whistler or a snowboarder visiting the Alps, you'll find what you need in our ski wear range." Below the text are four product images arranged in a grid. The first image on the left shows a man wearing a grey ski jacket, a blue beanie, and goggles. The second image shows a pair of black ski pants. The third image shows a man wearing a blue and white patterned base layer. The fourth image shows a pair of black snow boots. Each image has a teal caption bar at the bottom with the product name: "Ski Jackets", "Ski Pants", "Base Layers", and "Snow Boots".

MOUNTAIN WAREHOUSE

Search

Help My Account \$0.00

Cyber Monday Mens Womens Kids Footwear Equipment By Activity Fitness Ski Gift Guide Clearance

CYBER MONDAY - 50% OR MORE OFF + EXTRA 10% WITH CODE BFXTRA10 | FREE SHIPPING OVER \$100

## Ski Gear

The complete Ski Gear set will include everything you need to stay warm including a jacket, pants, gloves, base layers and snow boots for wear around the village. Mountain Warehouse has all the ski clothes you need to get ready for the slopes in a great range of colours and designs so whether you are a beginner skier heading to Whistler or a snowboarder visiting the Alps, you'll find what you need in our ski wear range.



Ski Jackets



Ski Pants



Base Layers



Snow Boots



## Landing Page Analysis

**Recommendations** for improvement:

- Insert clear CTAs related to skiing (ex. “Conquer the mightiest of ski slopes with Mountain Warehouse ski gear”)
- Insert reviews or testimonials (sparingly, so as not to overload the page) to increase trust in products
- Add very short (one sentence) descriptions of how each product type can help the customer’s needs





## Landing Page Analysis

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The page communicates the following elements of a good landing page:

- ① **Who You Are?:** The company's branding is consistent and present, but logos could also be placed discretely within images (such as logos on all products) to increase awareness.
- ② **Do You Have What I Want?:** There is a large variety of products, so a variety of needs are catered and many people will find what they are looking for.
- ③ **Can I Trust You?:** There are no reviews or other source of trust on the page, so customers may not trust the quality/durability of the company's products.
- ④ **What Do I Do Next?:** Clear sections or product categories are labelled for customers to find what they are looking for and shop that section.



# Measurement Strategy

Quantifying results and investments



## Measurement Model

CHANNEL	OBJECTIVE	KPI #1	KPI #2
SEO	Increase awareness of Mountain Warehouse's winter jackets and accessories product range through organic traffic	Increase the monthly website traffic/visits of winter-related pages by 20%	Increase time spent on website to 5 minutes (due to comprehensive and informative blog posts)
Paid Search	Increase purchases from visitors who are incentivized to buy by the discount/sale	Increase conversion rates among visitors coming from ad clicks by 15%	Increase website traffic to winter-related product pages by 25%
Display	Drive and increase sales of best-selling products (winter jackets)	Increase retargeting audience size by 30% within 3 months	Produce a conversion rate among the retargeted people of 20%

# THANK YOU!

