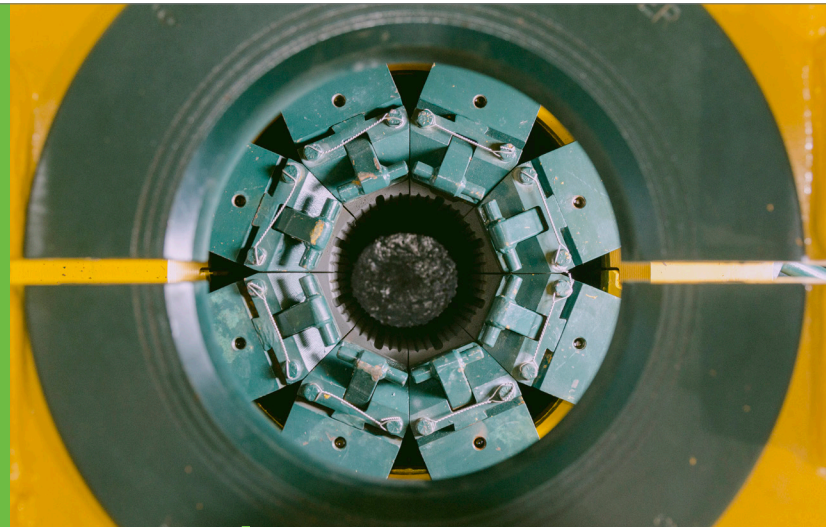


Case Study

Frank's International

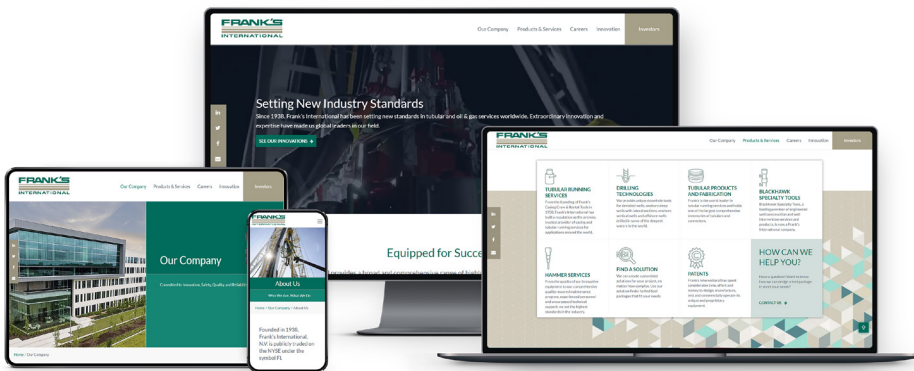
Discover how HexaGroup helped Frank's International achieve a high-quality, responsive website that repositioned the brand as a solutions-driven company.



Background

Frank's International has been a trusted name in tubular and oil and gas services since 1938. However, the brand's online presence did little to reflect its expertise or innovation. Its website was dated, difficult to navigate, not responsive for mobile and weighed down visually by dark images. Duplicative pages further hurt the user's experience. But perhaps most importantly, the website positioned Frank's International as a product- and tech-driven company, overlooking the powerful solutions it delivers for customers in tubular and oil and gas services.

Frank's International came to HexaGroup seeking a user-friendly, modern website to serve as its digital foundation. We were ready to rise to the challenge.



Objectives & Challenges

At HexaGroup, the first step in any project is to outline measurable goals. This allows us to understand what's working, what can be optimized and how our efforts contribute to a brand's success. With Frank's International, our core goals involved overcoming two core challenges: achieving a highly functioning, responsive, user-friendly website and using that website as an opportunity to reposition the brand as solutions-driven.

IN 1 YEAR...

76.98%
growth

in website traffic

111.05%
new users increase

18.70%
organic traffic
increase

on desktops

36.60%
organic traffic
increase

on mobile devices

Visit Website

www.franksinternational.com

Solution

Website development is HexaGroup's hallmark. We implemented our proven process to give Frank's International a website that delivered a high-quality experience and clearly communicated the brand's expertise.

Clustaar™ Analysis

Our proprietary market analysis platform, Clustaar™, analyzes, segments and visualizes Google big data to provide actionable insights that drive smarter digital marketing decisions. Clustaar is HexaGroup's starting point for understanding a brand's market situation online in terms of the competitor landscape and search activity trends.

Using our knowledge of the oil and gas services sectors and Frank's International expertise, HexaGroup identified relevant market segments. Our algorithm then outlined key search terms, search volume and competitor activity within each segment to provide a concrete view of opportunities for Frank's International to increase visibility online with relevant audiences.

Strategy

With a clear understanding of keywords and competitor activity online, HexaGroup worked with the Frank's International team to reposition its brand. Our key goal was to shift from product-driven to solution-driven messaging, which required a strategic understanding of the energy industry, branding best practices and website information architecture. HexaGroup developed a sitemap and main navigation that brought the company's solutions to the forefront, while simultaneously integrating its ever-growing family of acquired companies seamlessly into the Frank's International offering.

Growth-Driven Website

With a website navigation and messaging approach that reflected the brand's new positioning, HexaGroup began the website development process. Our website team included designers, UX specialists, copywriters, marketing technologists, analytics experts and programmers/developers, all working together to deliver a website that fires on all cylinders.

- **Technology:** We built the Frank's International website using the WordPress CMS to deliver maximum flexibility, performance and website management. We integrated Google Analytics and third-party online advertising platforms. We also consulted on marketing technology platforms should the brand begin engaging in digital marketing in the future.
- **UX:** We designed every aspect of the Frank's International website with user experience in mind. Key features include a new mega menu for ease of navigation, videos that are easy to find and play on any device, and a fully responsive design that enhances the experience of mobile users. Our updated information design incorporated acquisitions into the Frank's International brand framework without overwhelming or confusing the user.
- **Design:** We brought Frank's International to life with lighter, brighter colors that were inviting while still in line with its brand standards. We selected images incorporating people and showcasing the brand's global footprint. By replacing the company's block-style page design with a cleaner approach, our website let the images, copy and videos tell the story. Other custom design features include a historical timeline and a solutions finder that combines the power of design, programming and UX.
- **Content:** Our content strategists combined Clustaar SEO insights and website best practices to deliver high-quality copy that reflected



the company's updated positioning. By emphasizing a solutions-driven approach consistently across written and visual content, we delivered a website that functions as a powerful brand vehicle now and as Frank's International continues to expand.

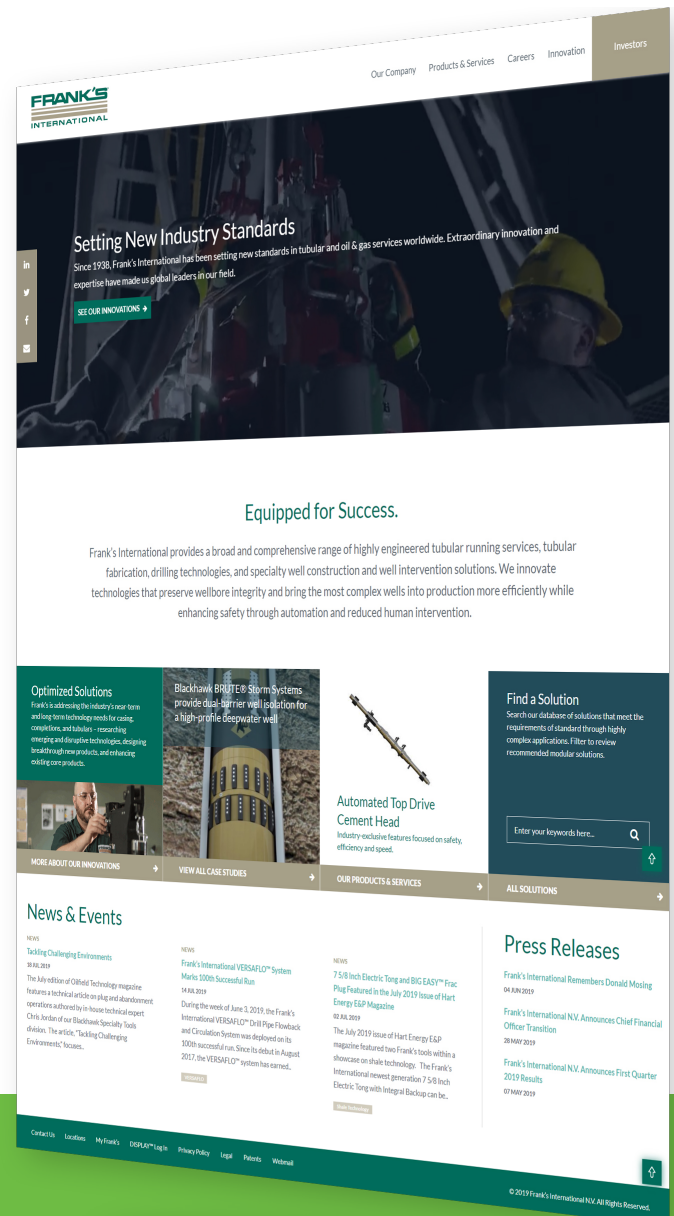
Proven Performance

HexaGroup provided robust reporting on the Frank's International website performance at every stage to ensure we surpassed quality benchmarks such as load speed, SEO optimization, technical optimization and responsiveness.

Results

The Frank's International website is a fully responsive, user-friendly foundation for the brand's online presence. By aligning function, design and content behind the brand's new message, HexaGroup gave the company a high-performing website with the flexibility to grow as it continues to expand its global footprint.

- Website traffic grew by 76.98%
- New users increased by 111.05%
- Organic traffic on mobile devices increased by 36.60%
- Organic traffic on desktops grew by 18.70%



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Proven Methodology. Amplified Results.

At HexaGroup, performance is in our DNA. We've spent the last two decades honing a six-step marketing methodology that balances proven best practices with each client's unique objectives. Armed with in-depth knowledge of the energy, technology and professional service sectors, our team hits the ground running to achieve your KPIs.

