



"We had so many requests to see the Sonicrafter cut carpet, a co-worker slipped us a piece of carpet on the set during the broadcast for us to cut - a great example of something we didn't anticipate, but luckily we were able to react during the event!"

LAUREN GOMEZ
MARKETING MANAGER

"We answer as many [questions] as we can and use the questions to dictate which demonstrations to perform."



Rockwell Builds Conversion

Rockwell Tools is known among home improvement enthusiasts and DIY-ers as endless innovators. They improve on familiar tools by adding features that make them safer and easier to use. demonstrate and sell their unique products, Rockwell has long used infomercials and home shopping channels. Television has its limitations, though: Rockwell couldn't directly interact with customers and gain feedback. To build on their success with direct response, they added Brandlive to the mix for product demonstration and direct sales via the Web.

Solution

Lauren Gomez, Rockwell Marketing Manager, came to Brandlive in search of an innovative platform that would make their sales social and focused on interactive communication. Using Brandlive, they've featured a number of their signature products and have held in-depth demonstrations. Unlike a product details page, they can show how their products work - making it appealing for both those new to home improvement and returning customers.

Positive Results from the Start

The first event focused on Rockwell's Sonicrafter X2 with Universal Fit System, the first oscillating tool that fits with any brand of blades. Based on the limited promotion for the event, Gomez expected a few hundred people to show up - instead, the broadcast attracted 1,110 unique viewers, and gathered over 1,000 questions and comments.

Most importantly, the first event garnered an 11% conversion rate - and it's continued to climb since.



11% Conversion



1,000 Questions & Comments



1,100 Viewers