

DA FORGIE

InnovateUs Case Study

Introduction

DA Forgie is an established family-run business based in Limavady, with an additional depot in Lisburn. DA Forgie specialises in agriculture and ground care machinery, equipment and supplies and is the main dealer for many well-known brands, including Kubota, Honda, Merlo and Kverneland.

Challenge

DA Forgie recently launched a new website and required support on how to optimise the website to help drive sales and generate growth of their agricultural dealership business.

Solution

Northern Regional College developed a bespoke upskilling and mentoring programme to include:

- Use of digital marketing channels to promote the new website.
- Optimisation of the website to increase brand awareness, website traffic and online and telephone enquiries.
- How to generate and grow online sales.

Benefit

By understanding how to use digital marketing channels to drive traffic to the website has allowed the company to increase brand awareness, online and telephone enquiries and ultimately improve and grow online sales.

Result

The company has developed a stronger online presence which has assisted in an increase in the companies eCommerce sales.

“ We are a family run business and until recently, we'd focussed more on conventional marketing tools. We realised though that we had to move with the times and embrace eCommerce if we were to grow the business. Thanks to the InnovateUs, we now have a much better understanding of the potential of digital marketing and the importance of having a good presence on social media. ”

Susan Forgie.

