

CASE STUDY - SkyGeek.com

SkyGeek's Revenues Soar with Exclusive Concepts

As one of the Styles Logistics, Inc. companies, SkyGeek.com is an online retail store selling pilot supplies and aviation equipment to customers around the world. Established in 1964 by Herb and Ginny Styles, the Styles companies evolved out of their small-airplane rebuilding business at the family's Sky Acres airport in rural Upstate New York. Today, under the direction of son Steven Styles, SkyGeek and Styles Aviation operate from a modern 10,000 square feet.

SkyGeek.com prides itself on its huge selection (over 10,000 hand-picked items), great customer service and very high quality. The company only sells materials from FAA-approved sources.

A Virtual Partnership

SkyGeek's eight-person operation generates monthly revenues in the low six figures just through the website alone — a level of success that Steven Styles credits largely to his firm's virtual partnership with Exclusive Concepts. Since starting with Exclusive Concepts in 2005, there's been dramatic sales growth, he says. Within the first year alone, sales increased \$1.4 million. The second year sales doubled and in 2008 we were up 60%.

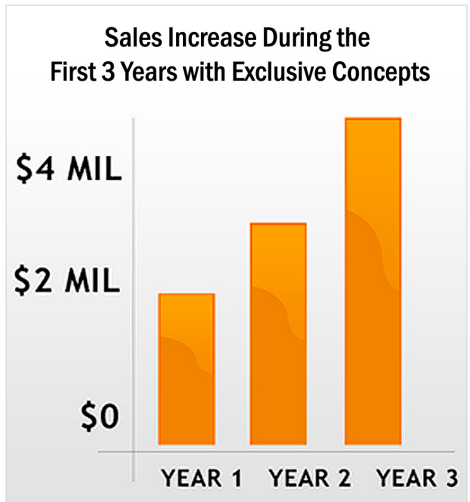
"I can tell you that when we went to Exclusive Concepts we were doing about \$25,000 a month in sales. And after Exclusive Concepts did their initial SEO work we jumped up to \$100,000 a month. Since then we've gone from \$100,000 a month to — I think our best month so far has been about \$300,000."

In addition to ongoing Advanced SEO (search engine optimization), other services Exclusive Concepts provides to SkyGeek.com include Profitable PPC (Pay Per Click), Checkout Optimization, Conversion Booster, and Email Marketing. The weekly newsletter — emailed to 50,000 customers — alone generates revenues of \$20-\$40 thousand per month.

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Based in a converted hangar in rural Upstate New York, this eight-person supplier of aviation equipment boosted sales \$1.4 million in its first year with Exclusive Concepts.



- Other benefits included:
 - Surpassed 2008 goal of 200 orders per week, reaching 200 orders per day instead
- Weekly newsletter mailed to 250,000 customers generates incremental \$20-\$40 thousand per month

“They really coddle each client.”

But it’s not just the range of services provided or the results achieved that impresses Styles. It is also the manner in which they are delivered. Exclusive Concepts, he says, is a true partner.

“The thing that sets Exclusive Concepts apart is that you get detailed reports. And along with the reports you can schedule time with individual consultants. They’ll sit down and explain it to you on the phone. They really coddle each client.”

Given the importance of optimization to his business, he appreciates the degree to which Exclusive Concepts enables him to collaborate and learn. “I don’t need to know the inner workings of PPC,” he says. “That’s Exclusive Concepts job. But the relationship between us and Exclusive Concepts really needs to be win-win because anything I do on the website could affect what Exclusive Concepts is trying to do for us.”

Which is why he has frequent contact with members of his dedicated Exclusive Concepts team, led by CEO Scott Smigler. “On the SEO side, I usually deal with Nik. I’ll run something past Nik on email like ‘This is what I’m thinking, how does this look for SEO?’ And he’ll come back and say, ‘No, don’t do it this way. You need to do it this way.’ And sometimes I need to get Herb involved and he’ll do a build-out of a whole new template and put the content in.”

And with so many capabilities “under one roof,” he says keeping the site optimized is easy and fast. “It’s handy having guys there that can do programming. That way I don’t have get a web developer involved to make a change in my store and then go back to Exclusive Concepts, who says, ‘Oh, no, that’s not what we meant.’ And then keep going back and forth. Under one roof, it just gets done.”

Styles says it’s a level of service and results few consultants provide.

“The field that Exclusive Concepts is in is just populated with a huge amount of bottom feeders. The number one thing they want is to get your credit card. The number two thing is to set up a pay-per-click campaign or SEO campaign — and all you get is a bill every month for four or five thousand bucks with no results.”

- Monthly revenues hit \$300,000 from \$25,000 in four years over 10,000 web pages optimized

- Huge increases in conversion rates and repeat order rates

“I can’t say enough good about Exclusive Concepts. Out of all my vendors, they are my top number one. You just can’t fire a vendor that does nothing wrong and that’s definitely them.”

— Steven Styles, CEO
SkyGeek.com

The Best Year Yet

That's not his experience with Exclusive Concepts. In fact Styles says that 2008 was his company's best year yet. And he expects even better results in 2009 — despite the economic downturn. "Our goal for '08 was to ship 200 orders a week. Toward the last couple of days of December we were shipping out 200 packages a day. Now the goal in '09 is to reach three or 400 packages a day, on average."

With success like that, no wonder Styles also expects his partnership with Exclusive Concepts to thrive as well. "I can't say enough good about them. Out of all my partners, they are my top number one. You just can't fire a partner that does nothing wrong and that's definitely them." 2009 — despite the economic downturn. "Our goal for '08 was to ship 200 orders a week. Toward the last couple of days of December we were shipping out 200 packages a day. Now the goal in '09 is to reach three or 400 packages a day, on average."

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