



eclipse
Fencing & garden supplies

Shopify e-commerce store, design, initial management of products & later product variants to facilitate drop shipping relationships.

Case Study

Eclipse Fencing / e-commerce / Shopify

Eclipse Fencing was founded in 2005. Operating from their Martin Moor location the business has steadily expanded, attracting a strong and loyal customer base.

To meet customer demand, Eclipse Fencing turned to e-commerce, enabling them to effectively deliver stock items and new lines based upon popularity with their returning B2C and B2B customers.

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71%

YEAR ON YEAR SALES INCREASE

Sales continue to grow with year on year sales up 71% whilst in store and telephone orders hold steady.

98%

YEAR ON YEAR TOTAL ORDERS INCREASE

Online orders increased by 98% year on year fuelled by a 51% year on year increase in search traffic.

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CHALLENGE

Eclipse Fencing came to us with the need to move their 'bricks and mortar' store online.

This included identifying a suitable e-commerce platform and guiding them through the many available options for payment processing, stock management and fulfilling their custom delivery requirements.

We also managed the addition of complex product variants enabling Eclipse Fencing to offer a large variety of drop shipped products and develop additional revenue streams.

SOLUTION

We selected Shopify as the e-commerce platform for Eclipse Fencing's new online store.

Shopify offers a great combination of scaleable costs, flexible payment processing options, offline payment processing, stock control and proprietary themes and functionality.

Themes are easily customised and functionality is extensible via the Shopify App Store which enabled us to cost effectively add functionality to the clients requirements.

RESULTS

Figures quoted are a year on year comparison for 2022 / 2023 and demonstrate 3 years of continued growth.



Sheds, Garden Buildings & Log Cabins

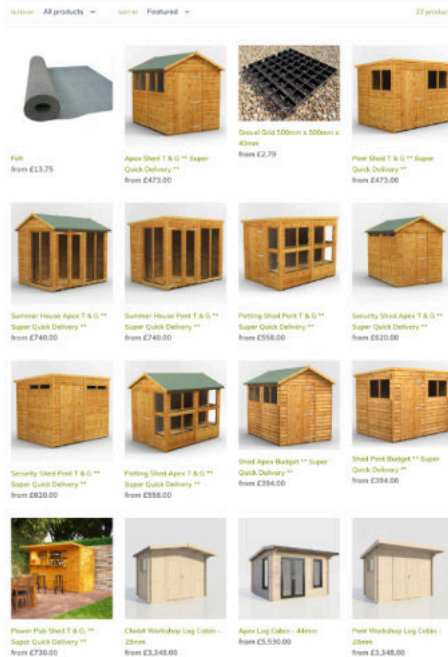
*** 10% OFF ALL GARDEN BUILDINGS TILL 4TH OCTOBER 2023 AUTOMATICALLY COMES OFF AT CHECKOUT ***
Eclipse Fencing Ltd is proud to be a Power Sheds stockist, offering a wide range of sheds and cabins at unbeatable prices.
We can offer better prices than Power Sheds themselves, so be sure to check their range at www.powersheds.co.uk and order from us to save money on exactly the same shed or cabin.
We have a few sheds on display at our show site at Martin Moor, Metheringham LNA 38G, come and see for yourself the quality of our products. And for the convenience of our customers, we offer delivery throughout the UK, usually for just over the phone for you.
Email: info@eclipsefencing.co.uk or call 01509 378957 with any questions or to place an order.
*** Installation Videos Available on www.powersheds.co.uk ***
*** ANY PROBLEMS AT ALL ORDERING ANY GARDEN BUILDING, EMAIL US OR info@eclipsefencing.co.uk and we can sort this over the phone for you.
We do offer a UK National Delivery Service email us on info@eclipsefencing.co.uk



View Garden Sheds *** 10% OFF AT CHECKOUT ***



View Garden Buildings and Log Cabins *** 10% OFF AT CHECKOUT ***



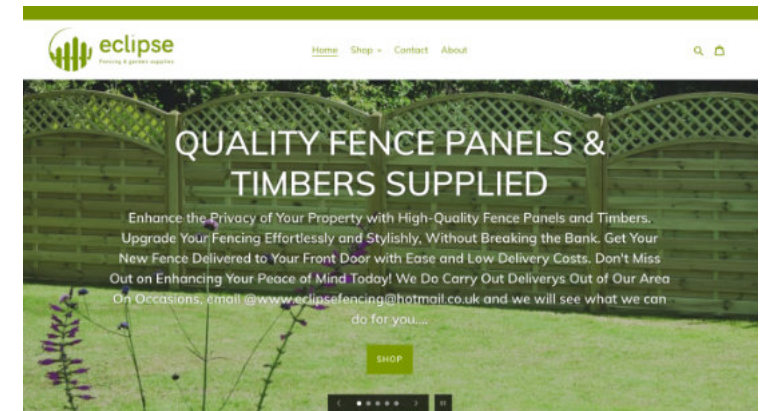
Eclipse Fencing have continued to see a strong growth in sales fuelled by continued growth in search traffic.

Great service, keen pricing and a good customer experience have all resulted in strong returning customer figures which grew by 44% year on year.

SUMMARY

Eclipse Fencing were a traditional 'bricks & mortar' single location store when we were introduced to them.

They were somewhat nervous about the move into e-commerce and their budget was limited.



Nearly 3 years later and they agree that the move has been a resounding success.

CLIENT FEEDBACK

The move to e-commerce has been resoundingly positive and has resulted in the acquisition of many customers that are new to our business both online and in store.

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INCREASE IN SITE TRAFFIC

We are seeing a 51% year on year increase in search traffic and an 85% increase in direct traffic. Returning customer figures are growing by 44% year on year which means that we are capitalising on our increased traffic and converting these new sales into repeat customers.

IMPROVED EFFICIENCY

The website has made the collection and processing of orders far more efficient. This, when combined with the automation of delivery arrangements and payment processing has meant that the business has been able to manage the increase in sales and related activity.

CLIENT COMMENTS

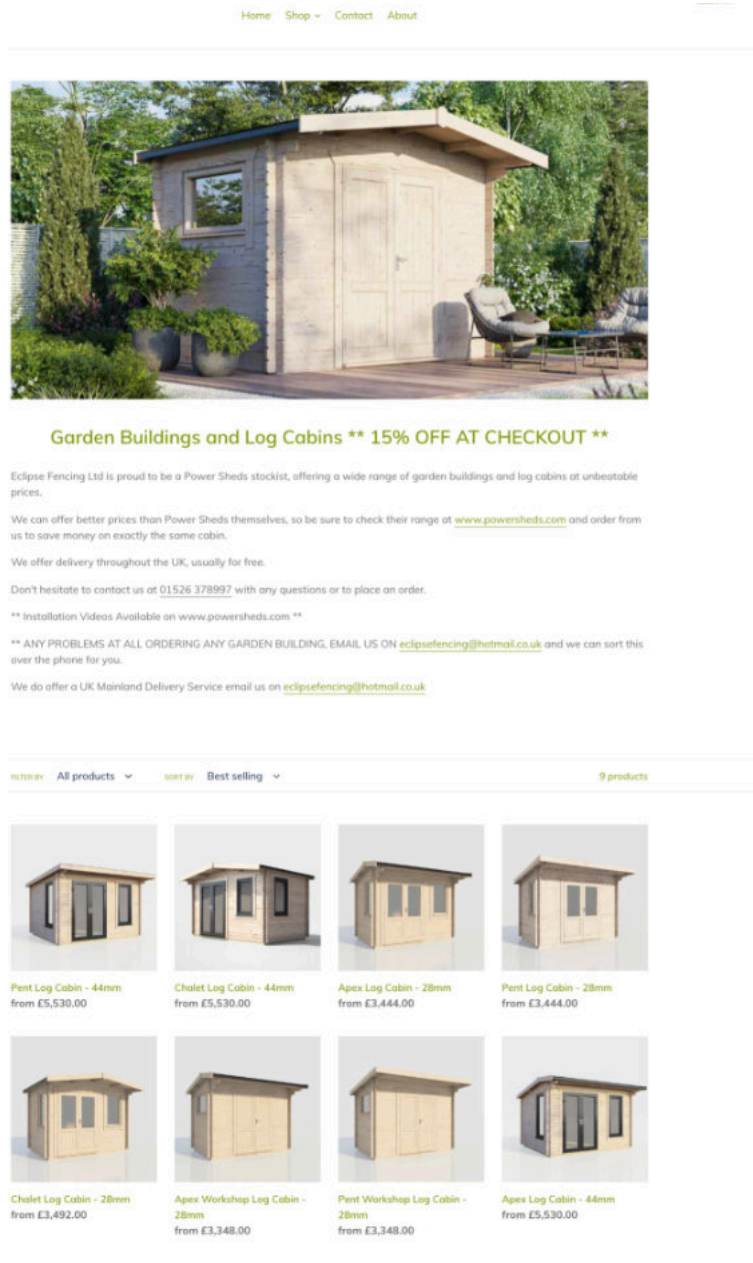
We are selling more and different items than we did before our move to e-commerce.

Our customer base is expanding and repeat business is growing.


Our business processes are more efficient as they are largely automated by the online sales platform.

We are retaining customers and demonstrating a healthy growth in returning customer sales.

We look forward to building on our marketing channels and more fully exploiting the potential of email campaigns, social media, paid media and search.



Home Shop Contact About



Garden Buildings and Log Cabins ** 15% OFF AT CHECKOUT **

Eclipse Fencing Ltd is proud to be a Power Sheds stockist, offering a wide range of garden buildings and log cabins at unbeatable prices.

We can offer better prices than Power Sheds themselves, so be sure to check their range at www.powersheds.com and order from us to save money on exactly the same cabin.

We offer delivery throughout the UK, usually for free.









Don't hesitate to contact us at 01526 378997 with any questions or to place an order.

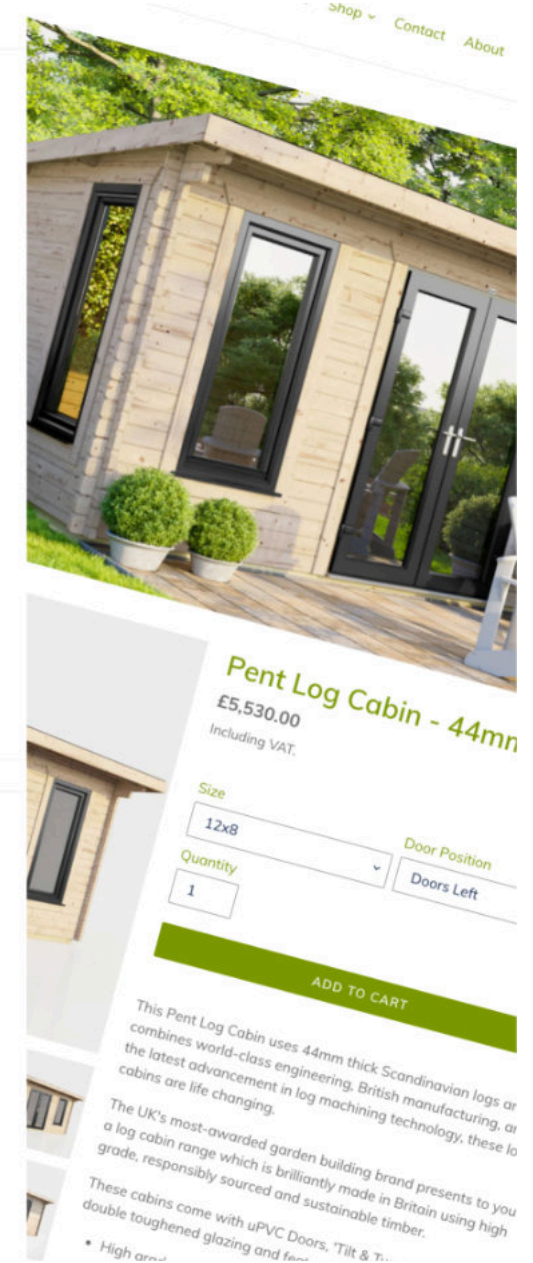
** Installation Videos Available on www.powersheds.com **

** ANY PROBLEMS AT ALL ORDERING ANY GARDEN BUILDING, EMAIL US ON eclipsefencing@hotmail.co.uk and we can sort this over the phone for you.


We do offer a UK Mainland Delivery Service email us on eclipsefencing@hotmail.co.uk

filter by All products sort by Best selling 9 products

 Pent Log Cabin - 44mm from £5,530.00	 Chalet Log Cabin - 44mm from £5,530.00	 Apex Log Cabin - 28mm from £3,444.00	 Pent Log Cabin - 28mm from £3,444.00
 Chalet Log Cabin - 28mm from £3,492.00	 Apex Workshop Log Cabin - 28mm from £3,348.00	 Pent Workshop Log Cabin - 28mm from £3,348.00	 Apex Log Cabin - 44mm from £5,530.00



shop Contact About



Pent Log Cabin - 44mm
£5,530.00
Including VAT.

Size
12x8

Quantity
1

Door Position
Doors Left

ADD TO CART

This Pent Log Cabin uses 44mm thick Scandinavian logs and combines world-class engineering, British manufacturing, and the latest advancement in log machining technology, these log cabins are life changing.

The UK's most-awarded garden building brand presents to you a log cabin range which is brilliantly made in Britain using high grade, responsibly sourced and sustainable timber.

These cabins come with uPVC Doors, Tilt & Turn windows, double toughened glazing and...

- High quality...