

CASE STUDY:

# REC Silicon

A fresh new online experience  
that helps to streamline  
business operations and  
increase leads, engagement,  
and ROI.

**zipline**<sup>®</sup>  
< B2B MARKETING >

# RECSiLICON

REC Silicon is a global leader in high-purity Silane®-based silicon materials. Headquartered in Fornebu, Norway, REC Silicon's products are integral to a broad spectrum of technology, electronic devices, high-voltage transmission systems, and renewable energy solutions. Manufactured in the United States, their products reach customers worldwide.

As a publicly traded company, REC Silicon requires a website that captivates and guides prospective customers through the sales funnel and meets stringent reporting and compliance standards.

Recognizing these critical needs, REC Silicon partnered with our team at Zipline to transform its outdated, non-compliant website. The expert team at Zipline delivered a state-of-the-art online solution, ensuring compliance and creating a robust platform that addresses the diverse needs of REC Silicon's stakeholders and shareholders, driving revenue and maximizing ROI.

## Goals

- ✔ To create a website experience that attracts, informs, and converts prospects.
- ✔ Utilize photography and user interface design to visually convey the size and capabilities of REC Silicon to a global audience.
- ✔ Guide prospective buyers through the sales funnel, reading them the important information and resources they need to make a purchasing decision.
- ✔ Create a quick and intuitive pathway for investors to find and locate the latest public disclosures and financial reporting data.



## Key Tools Used



Graphic Design



Website Design



Conversion Optimization



Strategic Content Development



Search Engine Optimization





# How We Did It:



## Usability Analysis

Strategically analyzed the website experience and how target personas have engaged with the website historically, identifying key challenges and opportunities.



## Funnel Development

Developed a funnel strategy for each target persona that ushers those users to the appropriate website area for their specific use case.



## Data-Driven SEO

Implemented a variety of advanced SEO tactics and content funnels engineered to increase exposure to REC's target audiences across the globe.



## Content Strategy and Development

Collaborated with the corporate marketing and IT teams to develop and implement new content and functionality to guide users through the sales funnel.



## Technical Integration

We integrated a new suite of tools to help share up-to-date stock information and financial reporting data in real time.

We collaborated closely with the REC Silicon team to design a stunning new website that perfectly reflects their capabilities and product offerings. This cutting-edge website features real-time stock information, dynamic reporting data, and tailored content funnels for each target persona.

Our team also partnered with REC to craft an end-to-end digital experience highlighting the vastness and sophistication of their facilities and global operations. Built on WordPress, the new website ensures quick, easy, and secure content management, making updates seamless and ensuring accuracy.

## First 6 months of the new site

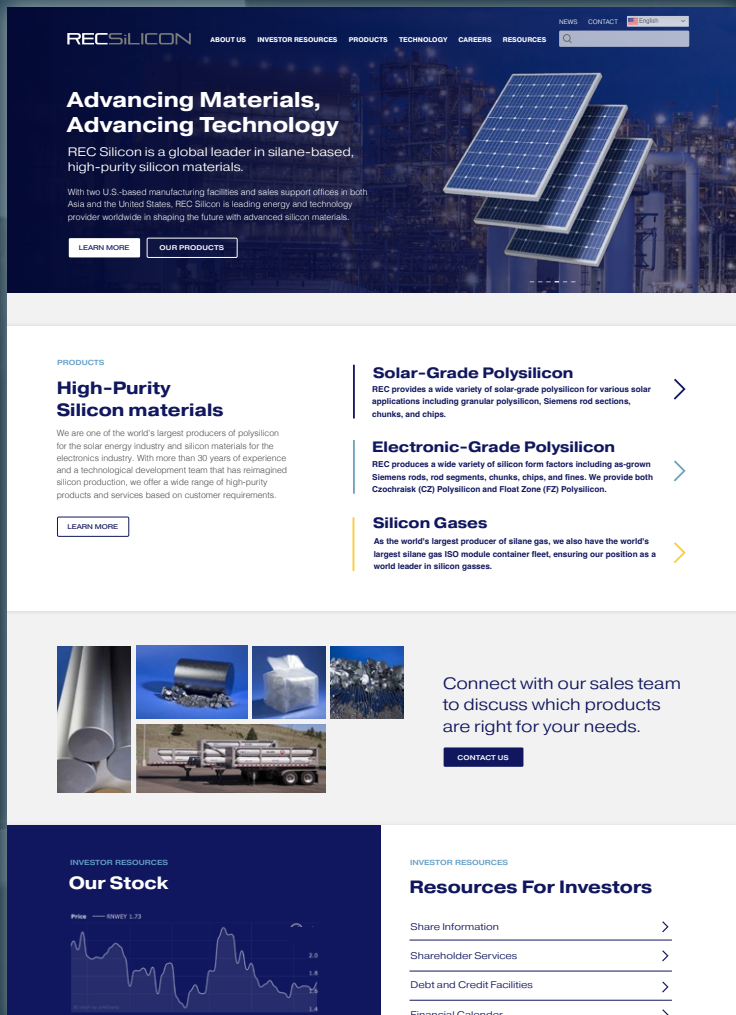
 **85%**

INCREASE IN  
INDEXED  
KEYWORDS

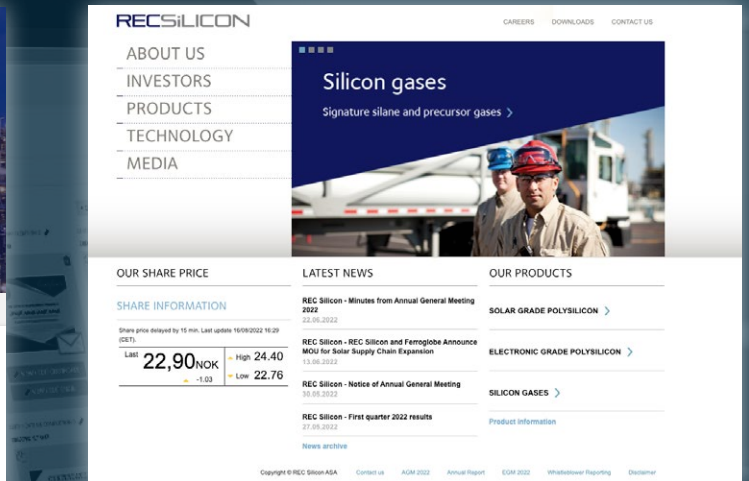
 **60%**

INCREASE IN  
WEBSITE TRAFFIC

# New website



# Previous website



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