

Kentico-Powered Microsite Helps Grow Fertilizer Sales—and Global Food Supply



Project Snapshot: Rio Tinto Borates— Borax Agriculture Microsite

Client

Rio Tinto Borates, a global leader in the supply and science of borates and refined boron—an essential micronutrient that affects crop yields worldwide

Challenge

- Educate consumers about the value and cost-effectiveness of refined boron supplementation
- Increase brand awareness of Borax agricultural products
- Communicate the benefits of premium Borax products over competitive materials
- Protect established market share while staking a claim in growing regions

Solution

Build a Borax Agriculture microsite to provide measurable, immediate, brand-agnostic value for growers and agronomists. Provide interactive tools and product information to highlight Borax's high ROI. And cement Borax's reputation as a visionary leader in the agricultural industry.

Benefits

- 255.0% increase in pageviews
- 9.3% increase in average time on site
- 23.5% decrease in bounce rate
- 117.0% increase in sales volume (global)
- 123.0% increase in revenue (global)
- 215.0% increase in sales volume (Brazil)
- 243.0% increase in revenue (Brazil)

Rio Tinto Borates' 20 Mule Team Borax Agriculture division provides refined boron to crop growers around the globe, from the cornfields of Iowa to the coffee crops of Brazil. The primary differentiating feature of agricultural Borax products are their level of purity, courtesy of a meticulous refinement process carefully developed over the company's 150-year history.

As a premium product, Borax fertilizers offer outstanding return on investment (ROI) for crop growers, agronomists, and distributors. But cheaper raw minerals and competing products were eating away at Borax's market share, threatening sales—and optimal crop health—in some of the world's fastest growing agricultural regions.

Wanted: A Compelling Online Presence

With a global presence and decades of research devoted to helping feed the world's population, Borax should be positioned as the clear leader in refined boron fertilizers.

"Our fertilizers have a distinct advantage over other products," notes John Brown, Global Communications Manager at Rio Tinto. "Through our refinement process, we rid our Borax of harmful contaminants, like arsenic, which are often found in raw borates. We start with a pure sodium borate ore, as opposed to calcium-sodium borate, which is naturally less water-soluble. We then use a six-step refinement process that results in a high-quality material for use in our borate fertilizers."

Unfortunately, the Agriculture division's website did little to communicate these benefits—or the brand's wealth of agricultural expertise—to its target audience. The company had developed extensive guides on the importance, use, and application of refined borates for specific crops, all created from data from years of field studies examining the effect of boron deficiency and supplementation on a variety of crops around the world.

But nearly all these data were locked in PDF files, making the material impossible to search and difficult to locate. Plus, contact information was provided only for corporate headquarters, even though most agricultural consumers deal directly with local suppliers.

The screenshot displays the Rio Tinto Borax Agriculture website. At the top, there is a navigation bar with links for 'RETURN TO BORAX.COM', 'LANGUAGE | ENG +', 'BLOG', 'RESOURCES', 'CONTACT', 'Q', and 'LOGIN'. Below the navigation bar is the '20 MULE TEAM BORAX' logo and the word 'Agriculture'. The main navigation includes 'Boron', 'Products', 'Regional Solutions', and 'Crop Guides'. The hero section features a background image of a tractor in a field with the text 'Better Crops from the Ground Up' and a sub-headline: 'Boron deficiencies affect almost all major crops grown around the world. Learn how high-quality boron from U.S. Borax can help improve crop yields and farm profits.' A 'LEARN MORE' button is positioned below the text. Below the hero section are four content cards: 'BORON DEFICIENCY BASICS' (with a 'B' icon), 'BORON QUALITY MATTERS' (with a leaf icon), 'REFINED BORON AND BETTER CROPS' (with a plus sign icon), and 'GRANUBOR 2 AND THE 4R'S' (with a cross icon). A 'JOIN THE COMMUNITY +' button is located below these cards. The next section features a video player with a play button and a title 'Crop Study: Rice CHINA | 2013'. Below the video player is a text block: 'Hear the key results of a two-year rice trial, conducted by U.S. Borax and the International Rice Research Institute, on the effect of borates on rice quality... Watch video >'. The final section is titled 'Boost crop quality and your bottom line with U.S. Borax.' and includes a sub-headline: 'You care about crops—and so do we. That's why U.S. Borax mines and refines only top-quality boron, free of unwanted contaminants.' Below this are three product cards: 'Granubor 2' (B 14.3%), 'Solubor' (B 20.3%), and 'Fertibor' (B 13.0%). Each card provides a brief description and a 'Learn more >' link. A 'FIND A DISTRIBUTOR +' button is located at the bottom of the product section.

"We needed a compelling, intuitive online presence to highlight our competitive advantages and help growers and agronomists find solutions—fast," says John.

Delivered: An Interactive Agriculture Microsite

After consulting with the Borax team and diving into the company's trove of research data, we knew that we needed to help the company streamline communication with the agricultural community.

As the premier expert on boron deficiency, Borax had the unique opportunity to create an online resource that promoted its brand while centering content around customer needs: increased yield, healthier crops, and a thriving agricultural industry.

Because Rio Tinto wasn't prepared to redesign the entire Borax website, we proposed an Agriculture microsite to help Borax speak directly to customers across crops and regions. And the Borax crop guide—locked away in a static, downloadable PDF—held the key.

We quickly realized that transforming the crop guide into an interactive, fully searchable resource in a mobile-first design could power the transformation we wanted. Pulling content out of those static PDFs, we created—

- interactive crop guides,
- infographics,
- a value-in-use calculator, and
- application guidelines for 140 plants.

From there, we parsed the company's crop guides, data sheets, research reports, and fliers. With input from Borax SMEs, we established the specific needs and wants of customers in a variety of countries and regions. And we traveled to the company's California mine to film interviews with team leaders and experts:

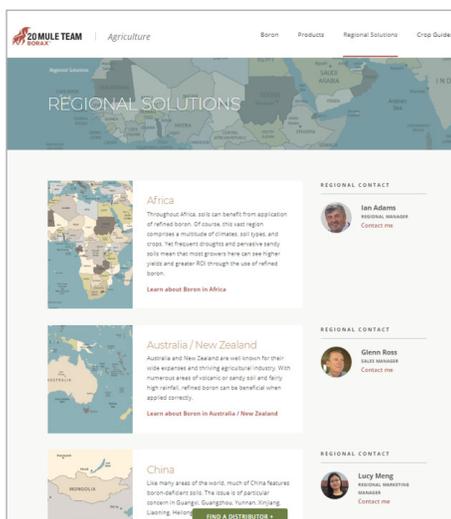
- Case study videos relate the results of important studies on the effect of refined borates on crops throughout the world.
- Product videos feature Borax experts providing information about the company's agricultural products.
- Educational videos discuss important aspects of boron deficiency, refined borates usage, new online tools and features, and the company's commitment to agriculture and to growers.

From these resources, we built a rich, engaging site framework. From infographics explaining the function of boron in crops to narrated crop study results, the new microsite focuses on helping growers find exactly what they need to improve crop health and yield.

To help Borax deliver this wealth of content to its global audience, we created a Regional Solutions section that provides targeted content and contacts from eight distinct global regions. We planned for an initial localization of content into Portuguese and Spanish (with other languages to follow). This advanced planning enabled us to shoot our videos in Portuguese and Spanish as well as in English, for fast integration of Portuguese locations occurring within the first six months.

To prolong momentum and further establish community connection, we enhanced the site's blog. We built out a year-long editorial calendar, added top-level navigation, and generated a year's worth of posts. And we built in programmatic signals to optimize Google discovery and further increase consumer access to information via improved site Search, content categorization, and extended navigation.

Regional solutions



Localized content



Interactive resources



Results: Skyrocketing Growth

With a benefit-focused message, relevant educational content, interactive tools, and increased visuals, the new site immediately saw a leap in performance:

- After the launch of the redesigned microsite, pageviews for the agricultural brand (as compared to the previous Agriculture pages on the Borax site) **increased 255%**.
- Unique pageviews shot **up 223%**.
- The average time that visitors spend on the site **increased 9.3%**.
- Bounce rate decreased **23.49%**.
- Engagement with resource content increased **more than 523%**.
- Many key product pages saw more than a **375% increase** in visits.

The growing Latin American market is also better served through localized content that's translated into Portuguese—the primary language of the key Brazilian segment. Thanks in part to these capabilities and the support they lend to the initiation of a localized approach and coordinated agricultural sales efforts in Brazil (as well as a robust construction sector), demand for Borax products grew significantly in 2017:

- Rio Tinto Borates experienced a **117% increase** in global volume and a 215% increase in volume in Brazil.
- The company saw a **123% increase** in global revenue and a **243% increase** in revenue in Brazil.

“Now, we can help to mitigate ROI concerns in the earliest stages of the buying journey,” says John. “Our customers can immediately see how boron fertilization can help them increase profits, and our distributors have a handy way to help growers see the value of refined boron supplementation.”

Interactive ROI Estimator

A Calculated Effort That Pays Off

As part of the multilingual agricultural microsite, we designed an interactive calculator to help customers visualize the potential value and financial benefits of Borax fertilizers. The calculator provides an immediate estimate of the profit increases that growers could see by supplementing their crops with boron, specific to their region, crop, and acreage.

Using the calculator—which is available in both English and Portuguese, with additional localizations planned—growers begin by choosing a crop. They then choose a fertilizer application method and specify crop area (in acres or hectares). Next, growers provide their estimated yield without boron supplementation, as well as their expected sale price and preferred monetary denomination.

The calculator then provides the typical expected yield increase with proper boron supplementation, assuming boron deficiency exists. (Because the level of existing boron deficiency can be accurately determined only by soil testing, the calculator also includes a disclaimer, clarifying that it is intended solely for convenience.) The tool also shows the potential net earnings increase, based on the specified acreage and sale price. Growers also see how much boron they would need to apply for the specified crop. The tool uses crop-specific yield estimates, where available and backed by scientific data; otherwise, it uses the accepted standard estimated increase of 1% to 4%.

What is boron deficiency costing you?

With U.S. Borax refined boron, you could see a **2,620.80 USD to 10,483.20 USD** increase in net earnings.

By adding a quality refined boron to your Coffee crop you could see a total yield increase of 4,680 KG to 18,720 KG. Healthy crops depend on micronutrients like boron. Boron *deficient* crops can cost you between 1% and 4% annually.

Your Return Details		
	Total	Per Hectare
EARNINGS INCREASE (NET)	2,620.80 USD - 10,483.20 USD	13.10 USD - 52.42 USD
YIELD INCREASE	4,680 - 18,720 KG	23.4 - 93.6 KG
BORON APPLIED	1,576 - 2,250 Kg	7.9 - 11.3 Kg

Value in Use

Application Method
Soil

Acreage
200 Hectare

Current Yield (Per Hectare)
2340 KG

Expected Sale Price
.56 USD

CALCULATE

Please note: This calculator has been provided solely for convenience. The results indicated are estimates only. No warranty or guarantee is being made as to its accuracy or completeness, as individual results will vary based on a variety of different factors, including weather patterns, planting regions, specific crop types and the like.



Refactored

About Refactored

Refactored is a full-service B2B digital agency helping brands navigate the complexities of modern marketing by aligning people, process, and technology. Our goals are to showcase your brand's unique value and generate results that matter to your business. We help you find your voice, tell your story, and outperform your competition. Through engaging online and offline experiences that align with your customers' needs, we help you educate stakeholders and motivate them to positive action. Refactored serves national and international corporate clients from our home offices in Colorado. Let us show you how to demonstrate your compelling purpose—and strengthen your brand from the inside out.

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