



CASE STUDY

FUEL
YOUR
MARKETING



Company Overview

SSK Signs is committed to providing clients with leading-edge sign solutions. Using a consultative process, SSK Signs takes the time to understand client needs and prioritizes reliability, expertise and responsiveness. Functioning with a solution centric approach, their philosophy of turning challenges into opportunities fosters client relationships and helps to cultivate long-term partnerships.

SSK Signs is led by Jeff Clark and Fabio Seabra, both of whom are informed leaders and the go-to people in their field based on their expertise. They earn the trust of their clients and aim to inspire people with innovative ideas.



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Challenges & Requirements

We joined hands with SSK Signs in 2016. We scrutinized and addressed all the challenges and decided to work on each of the problems precisely and tactfully.

Some of the problems were:

- 📊 The lack of branding and SEO activities on the website resulted in lower rankings.
- 📊 This led to a need for complete branding and leads generation strategy.
- 📊 Due to inactivity on social media channels, social connections were being hindered.
 - priorities, so we knew where to begin from and how to get them desired results. Once we had discussed all their needs, our client charted out the



Case Study

Solution

Accepting these challenges, we re-developed and designed the website in the first stage, which changed the website's overall look and feel, also making it user-friendly.

During the development phase, we worked with our design and development team to incorporate Google's best practices for Search Engine Optimization.

A content marketing plan was created in order to ensure that the visitors get relevant information and engaging content.

Since the inception, SSK Signs blog section has been fueled with the content that their audience finds valuable and so do the search engines as this gave us an opportunity to improve the internal linking quality of the website.

Lead generation was the most important area of focus and with relevant content, organic rankings and targeted through Google ads, SSK Signs has grown into a very successful business and the overall ROI has been huge. We have some numbers from the past few months to showcase the progress achieved.



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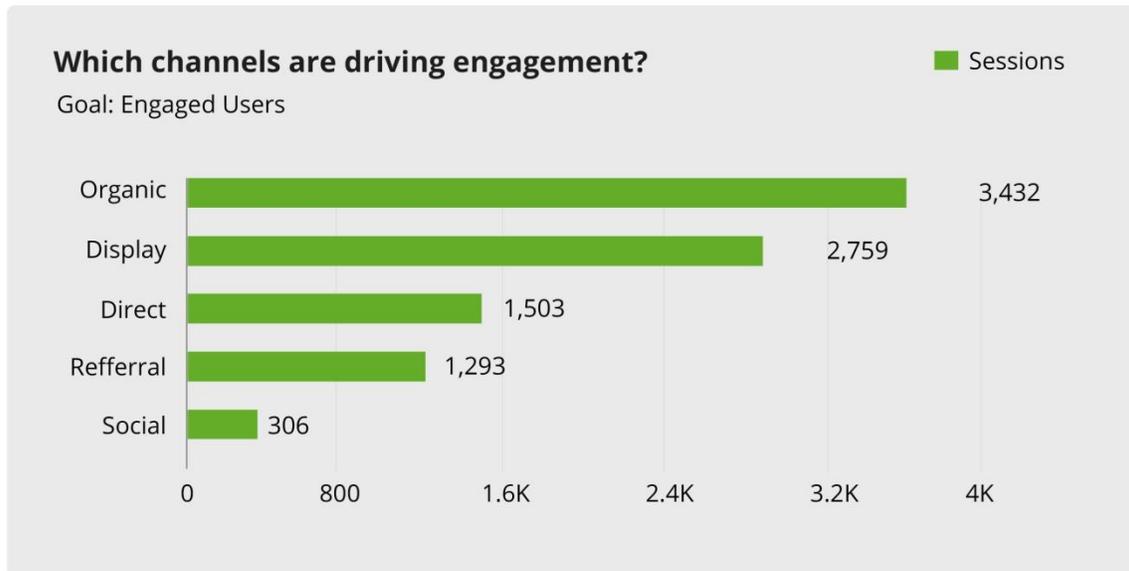
Result

The website showed immense improvement and it now ranks in TOP 10 for 15 keywords.

-  Our actions have drawn about 66.6% of new traffic on the website in the last 6 months alone.
-  The overall keyword ranking has improved, enabling more traffic and visibility.
-  Increased social media presence has helped make connections with their target audience and generate leads for one third of the cost.
-  With team effort and a cumulative of all activities that we implemented, we were able to push this project to a better position.



ACQUISITION OVERVIEW



Each channel of engagement plays a crucial role in driving leads. As it can be seen, organic search topped the list by getting the maximum traffic. We, therefore, stress a lot on maintaining a well-developed and appealing website.

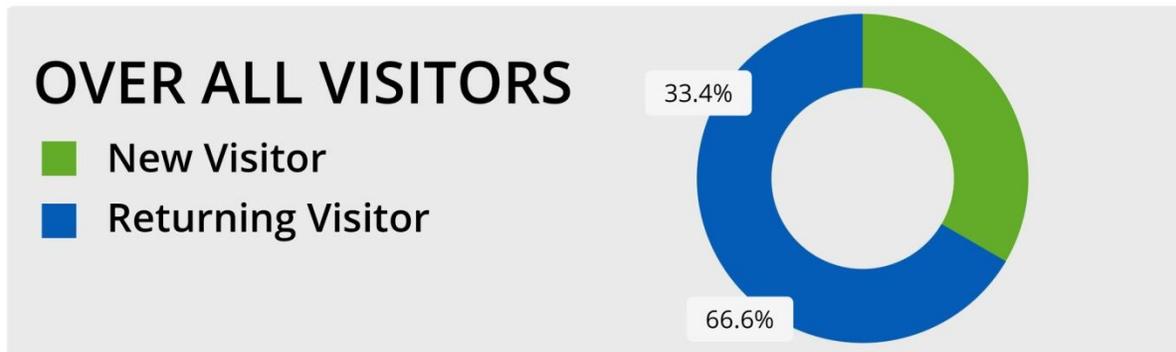
After analyzing all the mediums of engagement, we believe it is mandatory to have a digital marketing team on board.

The numbers are overwhelming and we take pride in the work that we have put in and the results we have received for SSK Signs.



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AUDIENCE OVERVIEW



All our actions are driven by our target audience. As per the audience overview, we crossed a hundred thousand page views and the new visitor's percent stands at 33.4%

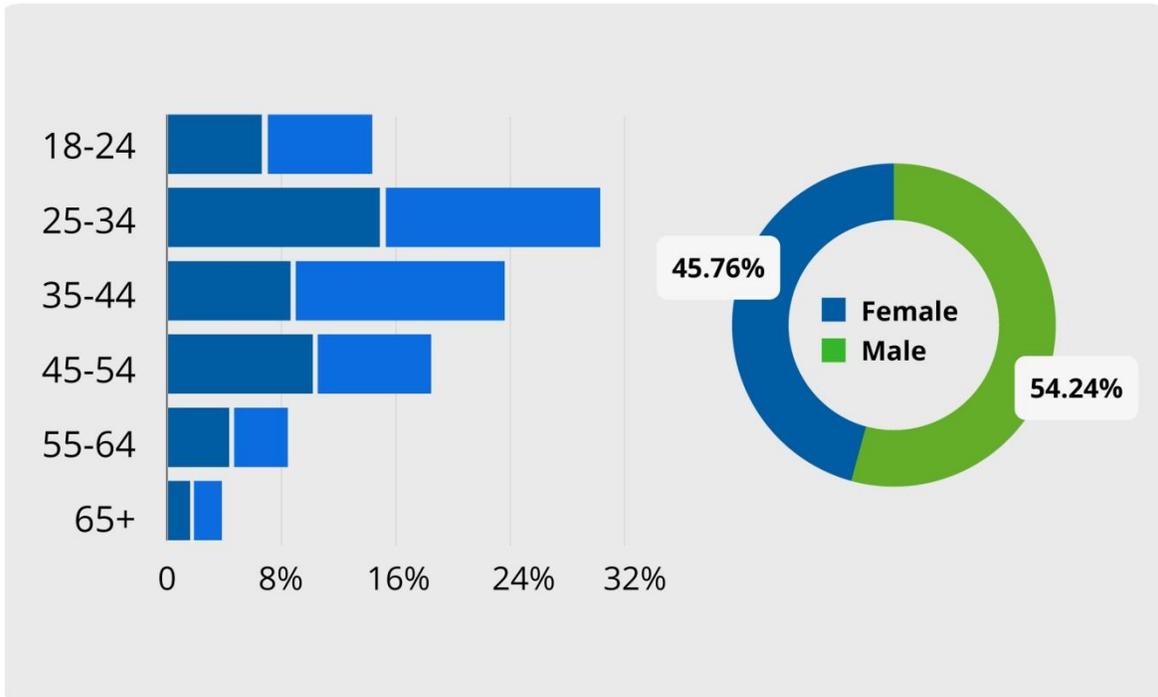
We received huge traffic with sessions standing at 9,299 in total. Over five thousand out of the total sessions came from Canada alone.

New visitors are a sign of potential leads coming your way. A well developed and great looking website plays one of the most important roles in engaging a new visitor.



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Engagement by Age & Gender



Our target audience is decided based on multiple factors involved. Each person has individual characteristics and can be hard to please. Our strategies are based on uncovering these identities and trying to resonate with each of the personas we create.

The results have worked impeccably as we not just decoded our target audience but also applied methods to turn them into visitors and eventually leads.



Case Study

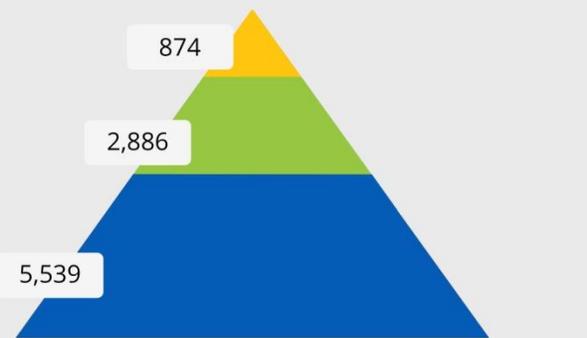
GOAL CONVERSION

■ Thank You Page



DEVICE OVERVIEW

- Desktop
- Mobile
- Tablet



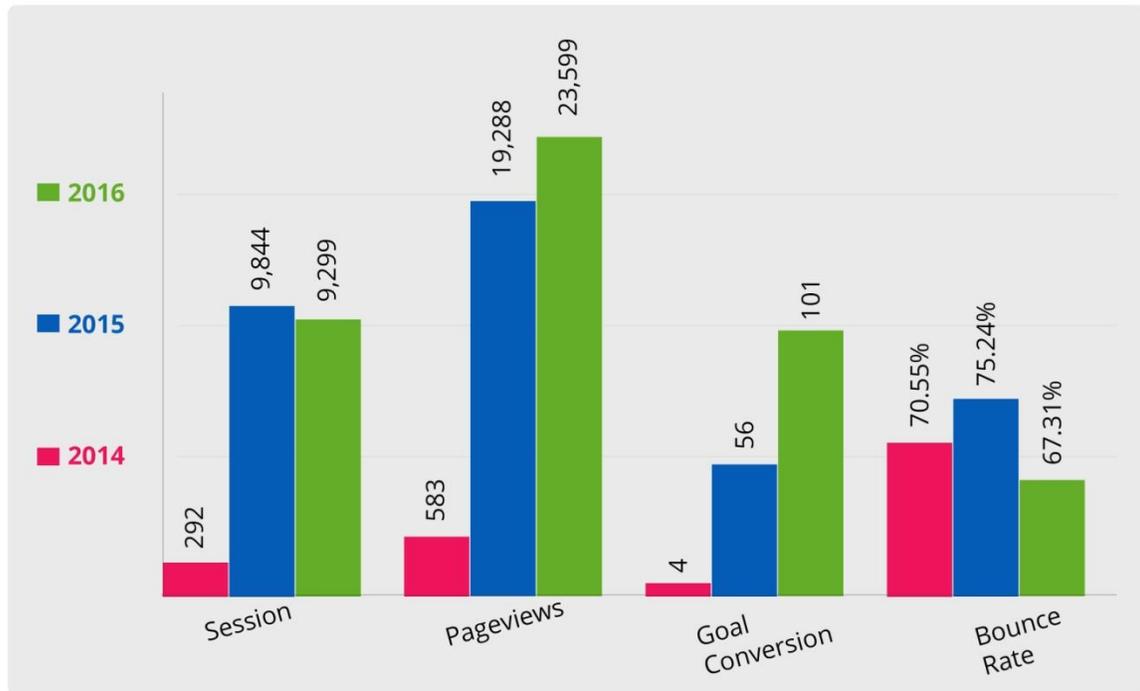
The goal conversions have tripled since the time we have started working with SSK Signs. Our services have proved to get more leads and have multiplied their revenue by many folds. Our constant implementations have resulted in tremendous growth for SSK Signs making this collaboration a success!

The device overview indicates the number of sessions recorded through the desktop, mobile and tablet respectively. The numbers show a clear distinction making desktop the most used device compared to the rest.



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Project Summary



This collaboration has been a wonderful experience for both the ends. We have been there to ensure the progress of SSK Signs. Since the beginning, we have focused on the strategies that would give out the best results. SSK Signs has been growing and developing in numerous ways. The content strategy along with the SEO implementation has been the fundamental reason for the impeccable results and goal conversions till now. The strategies that we initiated are productive for the growth in the long run.