

THE SITUATION

An established 18-year-old company and supplier of material handling products chose to partner with SteerPoint Marketing in 2009. Their ultimate goal was to increase online sales and market share in their industry. SteerPoint Marketing was engaged for SEO, Internet Marketing, and Web Development Services.

THE CHALLENGE

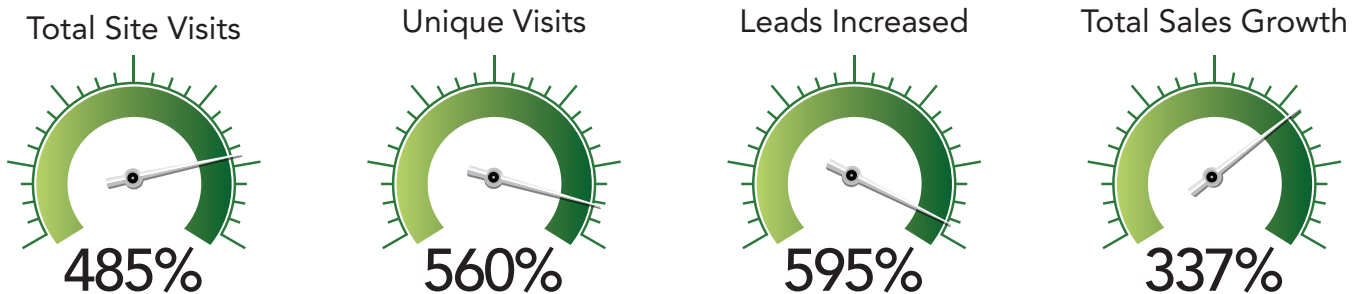
- The existing website was 4 years old and had no online shopping capability.
- The site had no Google ranking nationally, had zero exposure and was not optimized for SEO.
- Four previous firms had been fired for promising but not delivering any significant results.
- Client had no Customer Relationship Management Tools, no lead management processes, no tracking, and no conversion data installed tying all sales functions together.

THE STRATEGY AND SOLUTIONS

- SteerPoint Marketing completely redesigned and recoded the original website and optimized the site for SEO.
- Two more websites were added for backup purposes and executing a well planned marketing strategy and engagement of SEO practices.
- SteerPoint integrated E-Commerce shopping carts, merchant accounts, and online shopping capabilities for all three sites.
- Installation of a Customer Relationship Management (CRM) system (Sugar CRM System) including additional phone flipping tracking technology for complete management of lead conversions.
- Trained sales staff and senior management on CRM, shopping cart order tracking, processing and inventory management systems installed.
- Created hundreds of relevant SEO optimized blogs, articles, and content for all three sites.
- SteerPoint managed and engaged all systems and processes consistently to provide measurable results and ability to increase leads, conversions and focus on ROI.

THE RESULTS/ IMPACT

Achieved true organic ranking locally and nationally for top spots desired on Google search for all three sites. Customers increased from Midwest only to over 45 states. Company now acquires over 90% of all business online. Over our five year commitment we achieved the following increases:



Bottom line: Since SteerPoint Marketing strategies and guidance was employed the company saw astronomical increase in ROI. In fact the companies last 2.5 months sales (during our 5 year commitment) was equivalent to the entire previous year to our engagement.

WHAT THE CLIENT SAYS

SteerPoint Marketing's strategies have completely changed the landscape of our business. I can now manage better locally or remotely due to the systems in place and ease of overall management. We realized specific data reporting we never had to make sound business decisions. This has enabled our sales force to excel and take ownership of processes. This also has increased and improved overall customer relations, inventory control, profit margin increases, and high conversion rates. These processes also allowed for us to train internal key people to manage the sites and CRM systems. This has allowed better management of the entire company and experienced exponential growth!

**LIKE WHAT WE DID FOR THIS COMPANY?
CONTACT US ABOUT WHAT WE CAN DO FOR YOU!**

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