

CASE STUDY : *On Point Solutions*

The Client



Leading supplier of metal fabrication equipment and manufacturing solutions

The Problem



The Solution

We used our expertise in metal fabrication and OEM markets, mobile responsive design & integrated digital marketing.

Phase One

New Site Build

- Build a Responsive Site
- Optimize conversion points on the website to generate leads
- Create unique on-page content to boost organic search rankings

Phase Two

Ongoing Digital Marketing

- Create and implement an ongoing digital marketing strategy
- Focus on aggressive awareness and lead generation campaign
- Integrate SEO, pay-per-click, social media, PR, sales collateral and email campaigns into strategy

The Results

- 2.73x increase in year-over-year web traffic
- Increase in organic search rankings on Google and Bing
- Dramatic increase in lead generation leading to 15% growth in sales revenue

“ Marketing Metrics Corp. effectively established us in a lead position in our industry. They took our visions and ideas and helped us realize true and tangible results. The partnership is vital to our continued growth. ”

Brad Peterson - President, On Point Solutions

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