

CASE STUDY

Lead Generation Case Study

IT Services Firm in Cincinnati

Learn how a Cincinnati IT services firm is getting “more leads than they can handle” from their website, lead generation and digital marketing efforts.

Watch the Video at <https://youtu.be/GcbpmMAq-y4>

The Challenge

The local IT services firm has a great culture and the company regularly wins awards. Their website, however, was not up to snuff to match their achievements and tell their story. In addition, the website was not generating leads. On a mission to communicate their true value as a partner and guide for clients (plus generate more leads), the firm chose BigOrange Marketing to build their new site and awareness and leads.

The Solution

To build a website that reflects and best positions an award-winning IT services firm, we started with a deep dive into understanding their customers. We recommended and created messaging for their new website with the StoryBrand framework.

The new website came with a modern SEO plan to cut the clutter of old content that was not performing. A new, interactive and optimized website for the IT services firm was developed and launched within 4 months.

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The Results

Nearly right away, the engagement and time spent on the site increased and bounce rates declined significantly. With clear messaging and placement of resources, 10+ new leads are flowing to their CRM each month. The firm is on pace to meet their annual goals that we set at the beginning of the engagement. The business development manager tells us he's getting "more leads than they can handle."

With the SEO strategy we have in place, the IT services firm is now ranking on page 1 of Google for eight key terms and on their way to rank for more. The client is highly satisfied with our work and recently added Google ads to generate even more local brand awareness and leads.



At BigOrange Marketing our team helps dozens of companies win millions of dollars in business while delivering what others just promise. We provide websites and complete outsourced digital marketing plans to help you get found, get results and get your time back. We specialize in marketing for firms ranging from IT services to financial services, building construction companies, and manufacturers.