

# Online Campaign Increases Sales, Media Attention



## The Challenge

ACS was founded almost ten years ago to give product engineers a reliable compliance testing resource. The company built a solid business on strong word of mouth and a relationship with Underwriters Laboratory. In 2005, the executive team realized they needed to broaden their appeal to a larger international audience of product developers in order to meet their business goals—and turned to Bright Tribe to find out how.

## The Results

- 400% increase in qualified new leads
- 300% increase in media attention, including national attention from CNBC and more
- Positive ROI just 60 days after the Web site launch
- Better national sales traction and recognition
- Significant closed sales thanks to integrated campaign

“We just got back from our first trade show this year, and we felt like rock stars,” says Michael Proffitt, Vice President of ACS. “From qualified leads to top of mind awareness at trade shows, we can feel the how well this campaign is helping our company build sales.”

## Communicating Value Online

Bright Tribe analyzed ACS’ business goals and existing marketing mix. A new logo, new photography, employee testimonials, and public relations become the cornerstone of a fresh approach anchored in ACS’ unique value—their commitment to results for their clients. Bright Tribe recommended:

- A **rebranding initiative** to update ACS look and feel, centered with a new Web site
- A more modern **identity** that communicated a high tech edge, including a new logo and photography
- A **search engine optimization strategy**
- **Case studies** created compelling case studies that have helped close sales.
- **Optimized press releases** created interest from several national publications, all while boosting search engine rankings

“Now with our new online presence and communication suite, we see five or six requests for proposal from brand new customers—clients we’ve never made contact with before are finding us online,” reports Proffitt.” That’s a 400% in qualified sales leads.

## Building Business Value

Ready for smart marketing? Achieve more qualified leads more easily—contact Bright Tribe today for a no-obligation consultation about your online marketing needs at 678-267-3267 or email to [info@brighttribe.com](mailto:info@brighttribe.com).