

How we increased website leads for VSC by 460%!



Challenges

VSC Fire & Security, Inc. operates in a conservative industry where digital marketing is an afterthought, or no thought at all. They successfully grew their business using traditional tactics such as trade shows, direct mailers and newspaper ads. These methods are hard to track and, in some cases ineffective. VSC needed a fresh strategy to accelerate growth, measure results and offer ongoing optimization.

“We greatly appreciate Mixed Digital’s partnership in revamping our collateral and strengthening our web presence with a new website and customer portal.”

- Kyle Kienzle, Director of Applications
VSC Fire & Security Inc

The Solution

Discovery

Our process began by understanding VSC’s business - its customers, competition and value proposition. Considerable attention was given to how they wanted to be viewed by potential customers and identifying their target audience to achieve revenue growth.

Audit, Analysis & Strategy Development

Past campaigns and current marketing collateral were reviewed and plan to refresh the brand was created. Special consideration was given to improving the customer experience, as well as “modernizing” the look and feel.

Exceeded the industry average email open rate by **42%**

Results Delivered

Once the new website (with customer portal) was launched, new email template created, and print materials designed, the results were immediate. The feedback on the new look was overwhelmingly positive and the leads started flowing. VSC is currently on pace to nearly 5X their leads for FY2017.

Contact us for a
FREE
marketing
analysis.