



Meet Stephen O'Connor Director of Digital Marketing at Advanced Data Systems

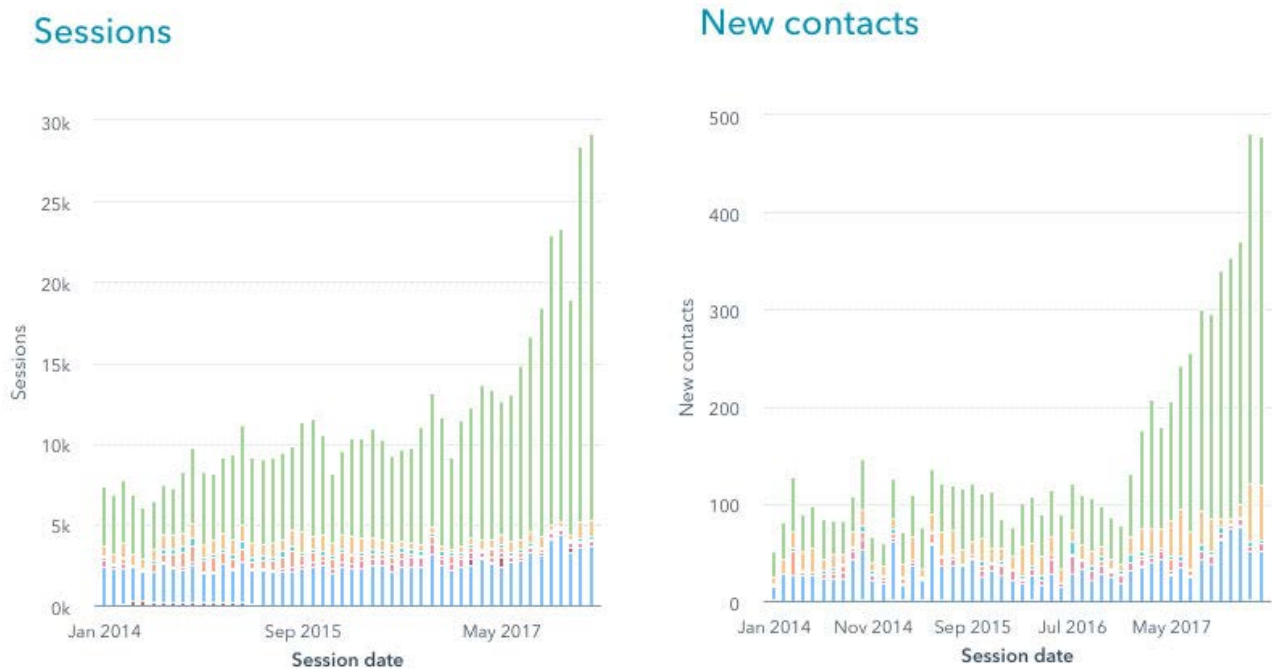
Having spent thousands of dollars on PPC advertising, print advertising, trade shows, cold calls, and paid lists, they found that the costs were starting to outweigh the results. They wanted to transition to a new inbound marketing strategy, and through their research, they found that not only would it help lower their existing marketing costs, but it would also push brand awareness and elevate sales.

That's when ADS called IMPACT.

We developed a two-part lead generation strategy. In the short-term, we focused our activities on conversion rate optimization (CRO), blog optimization, and a fresh content strategy. We also developed a forward-looking, long-term content strategy and implemented a brand new lead scoring model.

Not only did ADS see their organic traffic increase by more than 100%, they doubled their sales and increased revenue by 272%.

ADS has been with IMPACT for years, and they continue to see exponential growth:



“Thanks to IMPACT’s hard work, we’re now considered industry thought leaders, and we’ve doubled our sales.”

And we love working with you, Stephen!