



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

They Knew Their Traditional Marketing Approach Wasn't Going to Cut It Anymore.

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 digital 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. First, we built a fresh, fully-optimized website for ADS. Then, we optimized their blog and worked together to develop and implement an aggressive content strategy.

Not only did ADS double their sales, but also:

+ 100%

increase in organic traffic

+ 272%

increase in revenue

**“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!