

BrandMuscle Rebuilds Online Foundation for Large Telecommunications Carrier and Organic Search Traffic Skyrockets

Challenge

A national telecommunications carrier recognized the need to better connect consumers with its local dealer network. However, despite substantial investments in previous programs, the company continuously missed the mark, and its dealers were virtually invisible to consumers who were actively searching online for local telecommunications products and services.

Solution

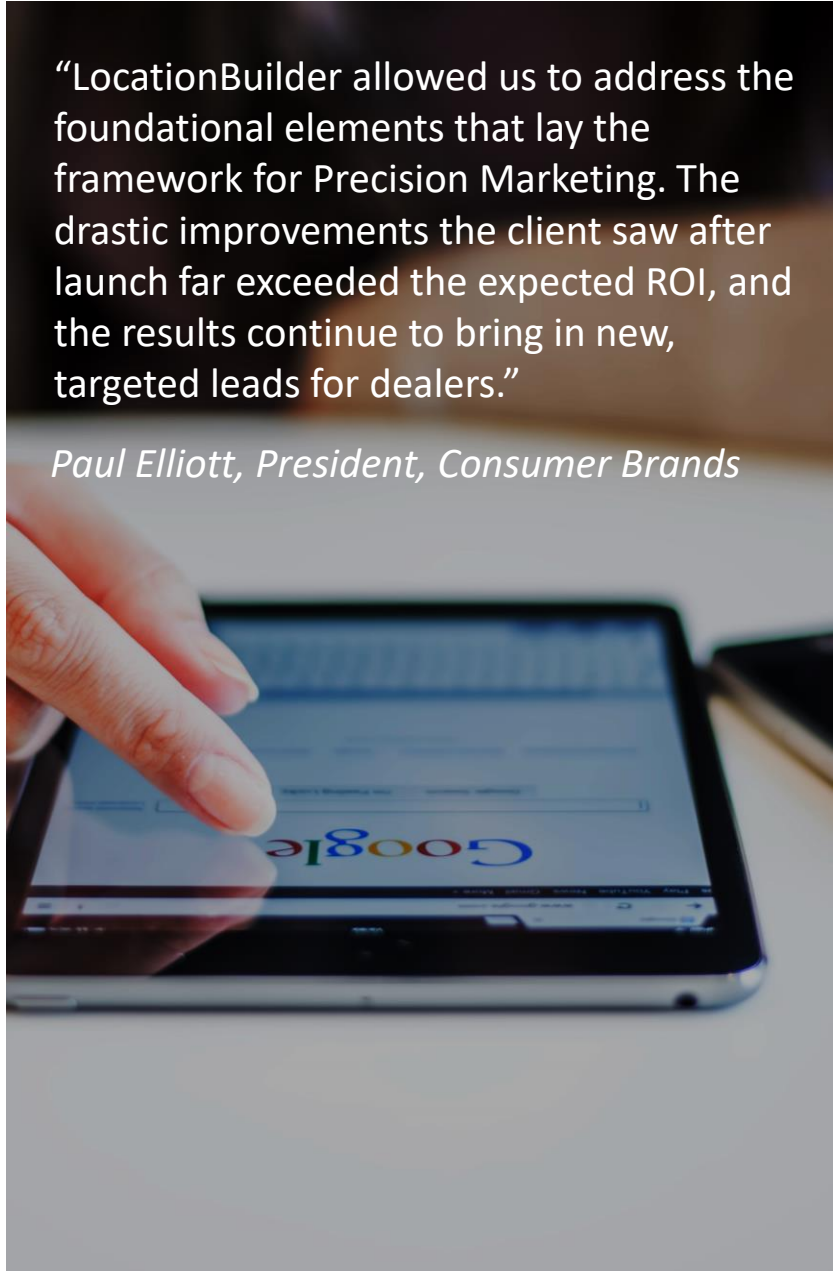
The BrandMuscle team conducted an in-depth assessment of the current dealer microsite program. During this assessment, BrandMuscle discovered troubling issues including, but not limited to, duplicate content and slow page speed. BrandMuscle's LocationBuilder™ consumer engagement platform was designed specifically to overcome these challenges. The client launched their new dealer sites on LocationBuilder for 53 dealers, with a unique local page for each of their 2,288 store locations. Dealers were able to take advantage of the robust platform capabilities, and performance skyrocketed almost immediately.

Results

300% INCREASE
in conversions

700% INCREASE
in Google-referred
traffic since launch

Nearly
53,400 CONVERSIONS
since launch



“LocationBuilder allowed us to address the foundational elements that lay the framework for Precision Marketing. The drastic improvements the client saw after launch far exceeded the expected ROI, and the results continue to bring in new, targeted leads for dealers.”

Paul Elliott, President, Consumer Brands