

Process Stream had grown significantly by word of mouth, reputation, and partner referrals, but had never made use of a concerted marketing effort and was concerned about where future growth would come from. Hudson Fusion was brought in as a full-service marketing agency to develop a comprehensive strategy to drive and maintain growth in the long term. Taking a multi-pronged approach, Hudson Fusion provided inbound marketing services, web development services, and PR and event/trade show planning services to build market share, drive new business, and expand service offerings.

How Hudson Fusion Made It Happen

- Defined market position and service offerings, focusing on experience, expertise, and their status as a preferred partner of industry leaders
- Overhauled and redeveloped the Process Stream website
- Redesigned and refocused Process Stream's social media profiles
- Developed trade show collateral and lead generation opportunities
- Wrote and directed a featured trade show panel
- Developed a successful direct outbound campaign promoting new tools and services
- Led branding efforts for company's new software development team and their initial product offering
- Provided in-depth and detailed business & marketing consultations

Results

- Hudson Fusion increased Process Stream's average monthly traffic from 2014-2015 by over 400%
- Month-over-month traffic increases of more than 15%
- 100+ new leads
- Major new opportunities



- Branding & Positioning
- Lead Generation & Nurturing
- Website Development
- Social Media Marketing & Management
- Search Engine Optimization
- Sales Collateral
- Content Strategy & Development

