

STRIKING SUCCESSES WITH

# E-POWER MARKETING & HK LAUNDRY EQUIPMENT



## 107% Increase

in lead generation since the first year of running the program.



## 19% Savings

in cost per lead in the Google AdWords program from 2013 to 2016.



## 46% Gain

in "Contact Us" form completions from 2011 to 2016.



## 103% Growth

in traffic to HK Laundry's website from 2011 to 2015.

## CLIENT BACKGROUND

HK Laundry Equipment is a commercial laundry distributor serving on-premise, coin, multi-housing, and industrial laundries with sales, service, parts, and training.

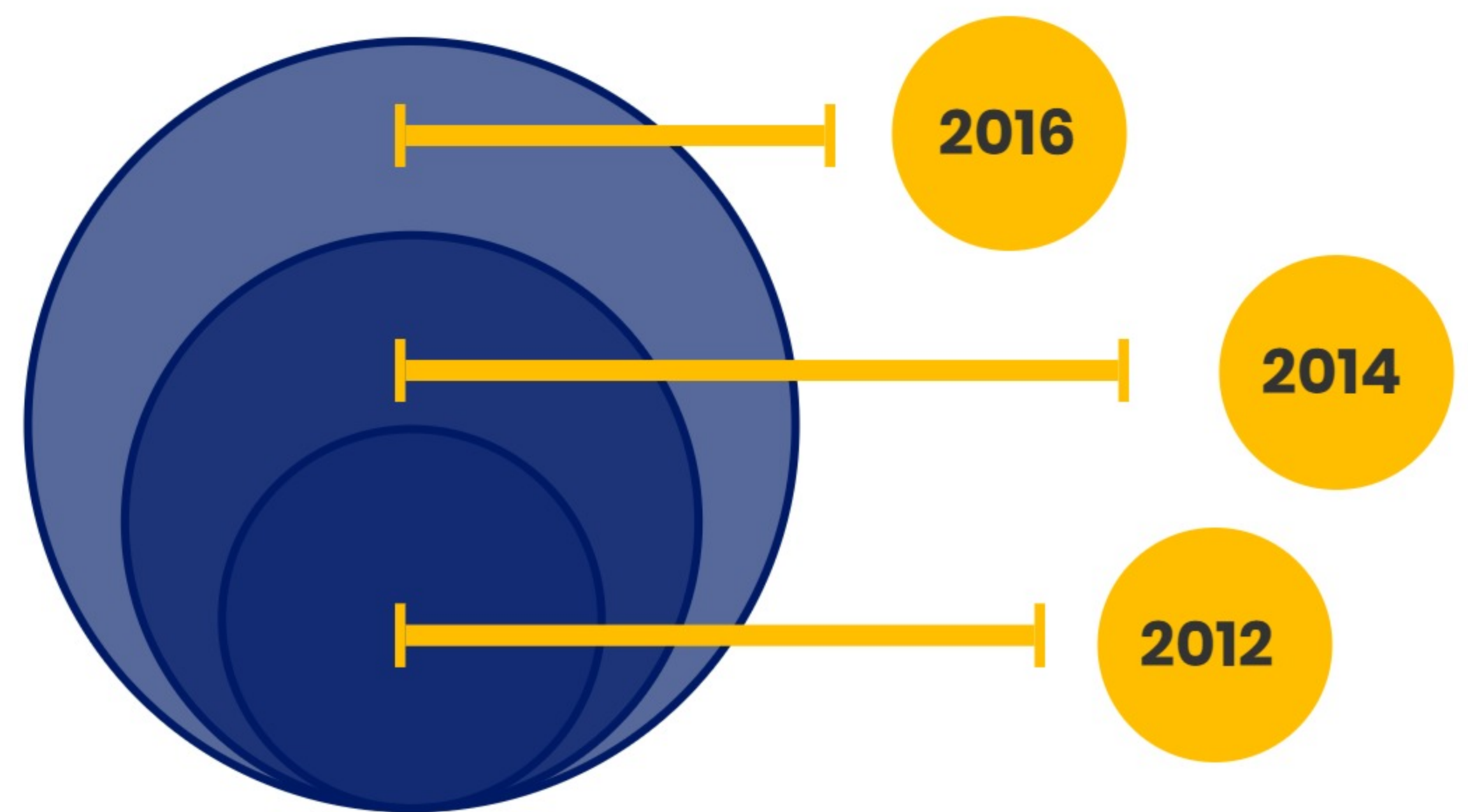
Partnering with E-Power in 2009, HK Laundry was looking for a way to boost their website leads.

## OUR STRATEGY

To help HK Laundry expand their website visibility and leads, E-Power implemented an integrated program that consisted of search engine optimization and local search marketing.

By 2012 the program expanded into online advertising with Google's Search Network and YouTube advertising. A mobile strategy was put into place in early 2016 that assisted in generating 73% more leads at a 31% lower cost per lead.

We have consistently increased the leads generated by diversifying traffic sources and marketing strategies.



"Contact Us"  
Lead Submissions

“ HK Laundry is very pleased with the steady and consistent SEO performance and increased visibility of our website. The organic searches consistently show HK as one of the top websites for the Laundry industry. The only way this is achieved (over a long term basis) is to have a good website with valuable content and to have an honest, reputable company optimizing your search results. E-Power gives us the visibility and constantly puts HK on the first page. ”

**Karl Hinrichs, President, HK Laundry Equipment**

## CONTACT US

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