

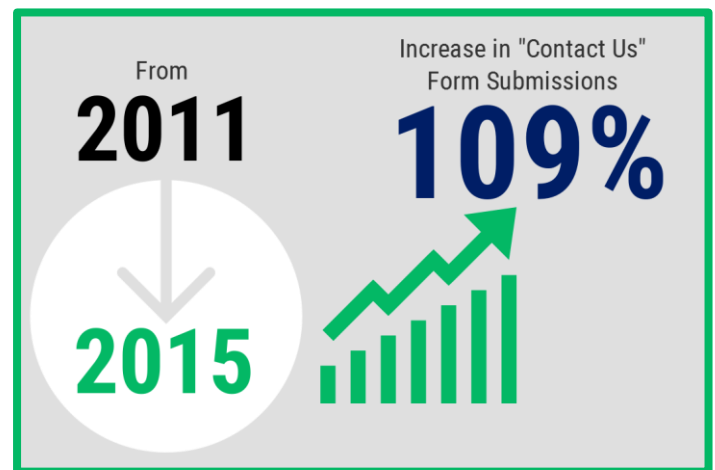
Client Success Story



The Client:

HK Laundry Equipment is a commercial laundry distributor serving On-Premise, Coin, Multi-Housing and Industrial Laundries with sales, service, parts and training.

When HK Laundry came to E-Power in 2009 they were looking for a way to boost website leads.



What We Did:

To help HK Laundry increase their website visibility and leads, E-Power implemented a 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.

It was also very important that the marketing efforts by E-Power were attributable, so we set up Google Analytics and goals tracking.

How Did It Work?:

- The online advertising program **increased** lead generation by **19.5%** in first year.
- From the first to the second full year of tracking HK Laundry saw a **31% increase** in "Contact Us" lead submissions.
- E-Power delivered a **109% increase** in "Contact Us" form completions from 2011 to 2015.
- From 2011 to 2015 HK Laundry saw a **103% increase** in website traffic.

