

INBOUND MARKETING SUCCESS

DAHLSTROM
DAHLSTROM ROLL FORM

Website Traffic Growth & Lead Generation Success

"The entire team at protocol 80, Inc. have been a tremendous addition to the marketing efforts of our company. An energetic group of independent, creative thinkers, the p80 folks have been instrumental in leading to substantial increases in our prospect activity. I thoroughly enjoy our engaging discussions about planning and executing a strategy that is both current and innovative in today's marketplace. After a successful two years; we look forward to an ongoing relationship with p80 that is definitely a win-win."



- Robert White
- President/Owner , Dahlstrom Roll Form

WEBSITE TRAFFIC GROWTH - 24 MONTHS

Key Metrics:

- Total Website Visitor Growth Rate: **92%**
- Website Visitors From Organic Search Growth Rate: **326%**

Tactics Used:

- Consistent SEO with month over month reporting and improvement
- Consistent, optimized content production, target to the buyer persona
- Transitioned to HubSpot Marketing

WEBSITE LEAD CONVERSION RATE - 24m

Key Metrics:

- Website Visitor to Lead Conversion Growth Rate: **91%**

Tactics Used:

- Consistent Inbound Marketing campaign production
- Website & Blog conversion rate optimization (CRO)
- Historic blog content optimization

WOULD YOU LIKE A 91% INCREASE IN CONVERSION RATE?

We'd Love to Chat About YOUR Goals!

Helping B2B companies turn their websites into **predictable**, lead generation tools is what we do!

If you'd like to have a NO PRESSURE chat to talk about your goals, your current approach, and the potential for improvement, click below!



LET'S CHAT !