



## Mobile Specialty Vehicles CASE STUDY

# DRIVEN TO SUCCEED

ONLINE MARKETING RAISES AWARENESS AND PRODUCES 11+ MQL LEADS MONTHLY

### COMPANY PROFILE

Based in Southeast Texas, Mobile Specialty Vehicles (MSV) is a global leader in commercial specialty vehicles. MSV is a true pioneer in the specialty and recreational vehicle industry with roots that began in the early 1950s. Building state-of-the-art vehicles for over 39 years, MSV specializes in rescue, medical and command operations. These include blood collection, mammography, vision, dental, audiology, primary healthcare (PHC), command and SWAT, among other platforms. Driven by a greater mission, MSV is proudly serving those who serve others.

[www.mobilespecialtyvehicles.com](http://www.mobilespecialtyvehicles.com)

### CHALLENGES

Mobile Specialty Vehicles had a limited online presence and an incredible story to tell, but very little exposure outside of a few niche markets. The website didn't have any forms to submit or request information. There was no blog or social media presence, and it was missing an opportunity to capture ideal customers. MSV needed a customer-centric and mobile-friendly website along with an inbound marketing strategy to raise brand awareness and increase online leads. While sales efforts remained fairly "old-school" with phone calls and face-to-face meetings, the company needed to improve its online presence to address the needs of the modern buyer, who needs to do considerable research before placing an order.

### SOLUTION

The first priority was to rebuild the website so that it was responsive, included detailed information about all product and possible system configurations, and had detailed forms that allowed prospects to outline a majority of their requirements via an online submission form (without having to speak to a salesperson). Then, setting up social channels to help spread the message and increase overall reach was needed.

The next step was to utilize HubSpot Marketing Software to develop relevant content, create workflows for all online submissions and improve on-page SEO for the website. From there, the adWhite team built various campaigns based on the identified target personas and industries. We then created content and social messaging to reinforce email marketing communications.

## THE RESULTS

Every aspect of the inbound marketing plan was measured in HubSpot — email opens, social media growth, website traffic, lead conversions and much more. The results for year one were impressive:

### in 2018:

Grew monthly site sessions from 439 to 1,061



**141.69%**  
increase



**139** marketing qualified leads  
delivered through the website —  
more than 11 per month, all year long

Organic Search Traffic (growth from previous year):



**45%** of total traffic  
(7% growth from 2017)



**45.22%** bounce rate  
(26% improvement over 2017)



**129 SECONDS**  
average session length  
(52 seconds longer than 2017)



**Turn-by-turn solutions for results-driven marketing**



“I can’t praise adWhite enough for what Taylor has done over the years. What a talented team to be partnered with! The care and attention they put into helping each company grow is impressive and I’m so grateful for them and what they do. From online presence, HubSpot CRM, design, SEO — you name it — they do it. I can’t imagine not having their service and support.”

— Chris Nichols, President