

Security Company Case Study

Rural Security Alarm Company

For over 40 years, an Illinois security company has provided local residents and business owners with residential and commercial security installation. With a target market of landowners and farmers, this company sought to improve reach and visibility to their agricultural community. With WebStrategies' specialty in security company digital marketing, the partnership fit from the start.

Approach

The first step was to conduct a detailed analysis of our client's unique target market to better understand the behaviors of their ideal customer. Next, WebStrategies built a responsive website, equipped with Google Analytics and phone tracking. These two steps served as the groundwork for implementing a digital marketing plan.

Social media marketing, Google AdWords, content marketing and SEO were primary strategies used to reach and engage this unique market. Not only were content and ads security-focused, but also incorporated rural-specific topics like protecting livestock, securing outbuildings and preventing barn fires. All content and imagery played into the rural-lifestyle of our client's distinctive target market.

Results

Target market research, website redesign and various digital marketing tactics can have a powerful impact on engagement and visibility. This client is a perfect example of how with the right combination of strategies, we can identify path-to-conversion trends and increase website traffic exponentially.

In 3 years, average monthly site traffic has increased 247%. In addition, average monthly contact form submissions have tripled.

WebStrategies achieved a

191% 

increase in average contact form submissions

Total organic traffic has increased

840%

over the past three years of working with WebStrategies

About Webstrategies

WebStrategies exists to improve the personal success of our clients, grow their businesses, and turn them into raving fans. We do this through data-driven digital marketing services that drive and convert online visitors into leads and sales for our clients.