

INTEGRITY

LIFT SERVICES

CASE STUDY

Integrity Lift Services needed to grow their top-of-funnel and middle-of-funnel leads through various traffic channels.

ABOUT INTEGRITY

Integrity Lift Services is a family owned and operated material handling equipment dealership out of Livonia, MI. The company offers new and used material handling equipment, parts, service, and rentals to customers across Southeast Michigan and the Greater Detroit area.

PROJECT DETAILS

Lead Gen	Digital Marketing
<i>Outbound Sales Development</i>	<i>Paid Search, Website Development</i>
1.5 years	1 year

PARTNERSHIP HIGHLIGHTS

Sales Development

35

opportunities quoted

113

qualified opportunities generated

602

decision makers identified

Digital Marketing

4.38%

click-thru rate

73.6%

top of page rate

212

conversions (form fills, chats, or calls)

CHALLENGES & SOLUTIONS

Integrity Lift Services wanted to improve their:

- their top-of-funnel and middle-of-funnel leads and
- improve visibility into their leads

01

IMPROVE & INCREASE THEIR TOP- AND MIDDLE-OF-FUNNEL LEADS

Integrity Lift Services wanted to grow and improve the quality of their top- and middle-of-funnel lead generation and prospecting efforts through various traffic sources - like paid search, email marketing, and outbound calling.

UTILIZE DIGITAL MARKETING & OUTBOUND LEAD MANAGEMENT



Through a defined outbound lead management and digital marketing strategy, Concept developed a holistic sales and digital marketing strategy to build Integrity Lift's top- and middle-of-funnel leads. With a growth in top-of-funnel leads from paid search, email marketing, and streamlined web presence, Concept's outbound sales development was able to improve Integrity's sales-qualified leads.

02

VISIBILITY INTO MARKETING-QUALIFIED & SALES-QUALIFIED LEADS

Integrity Lift Services needed better visibility into their marketing-qualified and sales-qualified leads in order to increase the bottom line.

BUILT MULTI-FUNCTIONAL CRM



Concept helped Integrity implement, adjust, and customize HubSpot as their CRM and email marketing platform. By offering this visibility, Integrity was able to see ROI for its marketing efforts and establish areas for improvement.

Established in 2002, Concept is an outsourced full-service B2B sales development & marketing agency that assists our clients through the design, implementation, and execution of their B2B sales development and marketing strategies.