

MARKETING A START-UP

SUMMARY

For brand new businesses everything is an uphill battle. Caddis Equipment Rentals was experiencing that first hand. They approached JSX to help them determine the best way to reach their audience and help guide them create and execute a marketing strategy for a competitive market.



SERVICES PROVIDED

- Google Ads Management
- Search Engine Optimization
- Content Marketing
- Market Research
- Analytics & Reporting

SOLUTIONS

Caddis Equipment knew they wanted to increase their online presence, but they weren't sure what the right solution was for their budget. The JSX team helped them focus their resources into a targeted ad campaign and increased emphasis on Search Engine Optimization. The ads started making an impact immediately. Caddis equipment saw their website traffic and call volumes increase and the increased engagement with their website also helped their search rankings move up, increasing the amount of organic traffic to their website as well.

50%

Increase in Organic
Traffic

70%

Increase in Ad
Conversion Rate

100%

Increase in calls