

CASE STUDY – HIGH ROI CONTENT MARKETING

YOURGMS.COM



AcumenStudio.com
866-357-7422

DIRECT MAIL

Position your company to reach millions of consumers with blended media solutions using

The Company

YourGMS.com / Graphic Media Solutions is a commercial printing company based in ATL.

The Ask

Graphic Media Solutions came to us with the challenge of increasing conversions using content marketing.

They were getting little to no conversions on their website, from social media or paid efforts.

They asked us to audit their online presence to find where the opportunity existed for them and define a strategy for creating content that would get them found online more often as well as convert visitors to leads that turn into sales.

The Solution

To solve this problem we...

Researched the market to identify how people were searching for these services online.

Identified the greatest opportunity for optimization using SEO, PPC, Social Media and Email.

Optimized their website for search & conversion and optimized their social media.

Created a targeted campaign to drive in marketing qualified leads that would turn to sales quickly.



GRAPHIC MEDIA SOLUTIONS

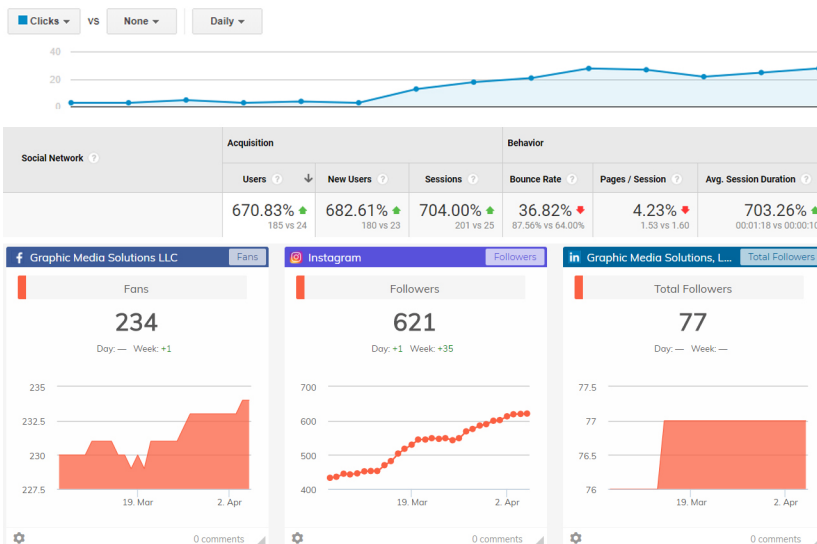
HIGH ROI CONTENT MARKETING – YOURGMS.COM

DIRECT MAIL

Position your company to reach millions of consumers with blended media solutions using

The Result

Graphic Media Solutions went from generating 0 online conversions to over 30 per month within two months and averaging a \$27 Cost Per Lead. Visibility, Traffic and Conversions all Significantly Up!



670% Increase
in Social Traffic

100% Increase
in Conversions

High ROI
Across the Board!

The screenshot shows the Graphic Media Solutions website. The header includes the GMS logo and navigation links: HOME, SERVICES, PORTFOLIO, ABOUT US, BLOG, and CONTACT US. The main banner features the text 'PRINT MANAGEMENT' and a sub-headline: 'Knowledge is power and Graphic Media Solution's expertise in the printing industry gives you unlimited resources.' Below the banner, there are two sections: 'PROFESSIONAL GOAL' and 'DIGITAL PRINT SOLUTIONS'. The 'PROFESSIONAL GOAL' section states: 'Because of our depth of industry experience and impressive customer service, we are a great choice for customers who demand only the best performance.' The 'DIGITAL PRINT SOLUTIONS' section states: 'Graphic Media Solutions is proud to announce the grand opening of our new digital print shop. We now have the ability to produce high quality large or small quantity print jobs on site. We can also now print photo quality wide format posters and banners.'



AcumenStudio.com
866-357-7422

HIGH ROI CONTENT MARKETING

**WANT A HIGH ROI
FROM YOUR ONLINE PRESENCE?**

CONTACT US TODAY

866-357-7422

john@acumenstudio.com

AcumenStudio.com

