Premier OEM solutions provider needed to grow leads for their sales team

**Business Overview**
UNICOM Engineering is a premier OEM integration partner. With services including solutions design, system integration, logistics and compliance, business analytics, and global support, UNICOM Engineering specializes in bringing their customer's solutions to market quickly while strategically using resources to mitigate costs and maximize revenue for their customers.

**Objective**
- Increase leads generated through the client's website

**Obstacles**
- The client's website is a subdomain of the larger UNICOM corporate site
- The website structure limited possible tactics for implementation

**What were the KPI's**
- See a net increase in lead generation year-over-year

**Solutions**
- Rework messaging on the homepage
- Position UNICOM Engineering as the guide and their customer as the hero
- Pivot social content and copy to reflect new positioning

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**Quote from the Client**
We grew our leads 230% during COVID-19 with the Vende Digital Team.
Lisa Ryan - VP Marketing, UNICOM Engineering
Tactics

Homepage re-work including:

1. Messaging
2. Additional CTAs
3. Add partner logos
4. Rework the contact us page and process

We worked with UNICOM Engineering to revamp the home page and contact page’s messaging, including adding CTAs in multiple locations, reworking the contact page, and adding social proof.

What were the results

Year-over-year leads increased 230%, and this was during the rough patch that was the COVID-19 pandemic.

Growing your business is our business!

Vende Digital has been helping B2B’s develop winning online solutions since 2000. Are you ready to take your online marketing to the next level? Schedule a complementary discovery meeting and let’s see if we are a good fit for your business. We will come prepared with good ideas and actionable insights.