

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

Quote from the Client

We grew our leads 230% during COVID-19 with the Vendedigital 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

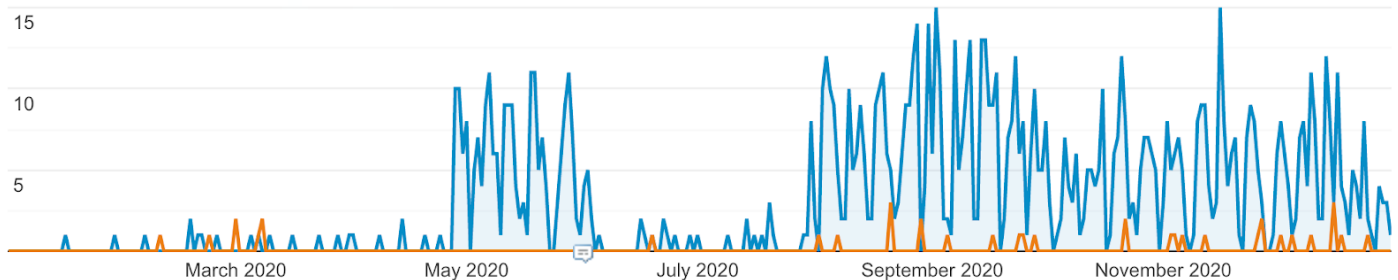
We worked with UNICOM Engineering to revamp the home page and contact page's messaging, including adding CTAs in multiple locations, reworking the contact page, and adding social proof.

What were the results

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

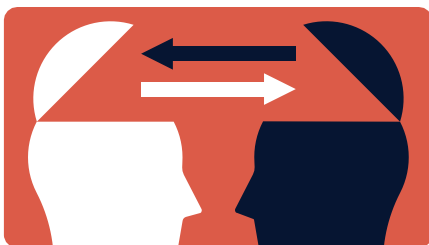
Jan 1, 2020 - Dec 31, 2020: ● Goal Completions

Dec 31, 2018 - Dec 31, 2019: ● Goal Completions



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Initial consultation/discovery meeting



STEP2
We build a customized plan to achieve your goals



STEP3
We execute the plan together



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