

Success Story

Futurism - Digital Marketing Case Studies-Venture Mfg




futurism

Digital Marketing

EXECUTIVE SUMMARY ---

Venture Manufacturing Company is a market leader in linear products, especially actuators. The company has been in the business for over four decades, and they were not doing any Marketing.

The client approached us with the purpose of building a strong online presence, because they were facing difficulties in attracting new customers to the business through online channels. Futurism Technologies provided a 360-degree assistance to Venture Manufacturing Company right from interactive website design to digital marketing and branding. This helped the client register a strong presence across all major search engines, attract relevant customers to their business, and strengthen their market position.

CLIENT CHALLENGES

- They faced an issue with getting relevant traffic to their website.
- Their website was not mobile friendly.
- This impacted their business as it was challenging for the customers to give a proactive response and place bulk orders.

OUR SOLUTIONS

- Redesigned the website to stand out from the crowd with intuitive user interface, clear and simple navigation, and a cutting-edge responsive design.
- Restructured the website based on the probable requirements of the target audience latest technologies such as HTML 5.
- Audited web backlinks and generated quality backlinks.
- Created user-friendly content according to industrial standards.
- Created content based on touch points according to various online platforms

QUANTIFIABLE BENEFITS (If Any)

- Their organic traffic increased by 40% +, and mobile traffic by 35% +.
- The company's social engagement increased by 121.43%.
- Page views increased by 35% +
- Keyword ranking improved by 80%
- Conversion rates increased by 47%
- New user increased by 34%
- Facebook likes increased by 70%



TECHNOLOGY STACK ---

HTML5

JavaScript

.net

MySQL

Joomla

ONLINE PLATFORMS (ORGANIC) ---

Google

Yahoo

Bing

LinkedIn

Facebook

ONLINE PLATFORMS (PAID) ---

Google Adwords

Facebook Ads

TOOLS ---

Google Analytics

Google Webmaster

Google Adwords

SpyFu



Thank You

About Futurism Technologies

Futurism Technologies is a global business leader, that bringing 360-degree Digital Transformation for business enterprises of various sizes, as well as technology providers by delivering assured business efficiency through a set of new-age technologies. We provide end-to-end high quality and cost-effective IT services to a variety of industries. With state of the art offices in India, US, UK, Australia, and UAE, we have become a global trusted partner of our clients by delivering age-defining and convention-defying digital transformation solutions.

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