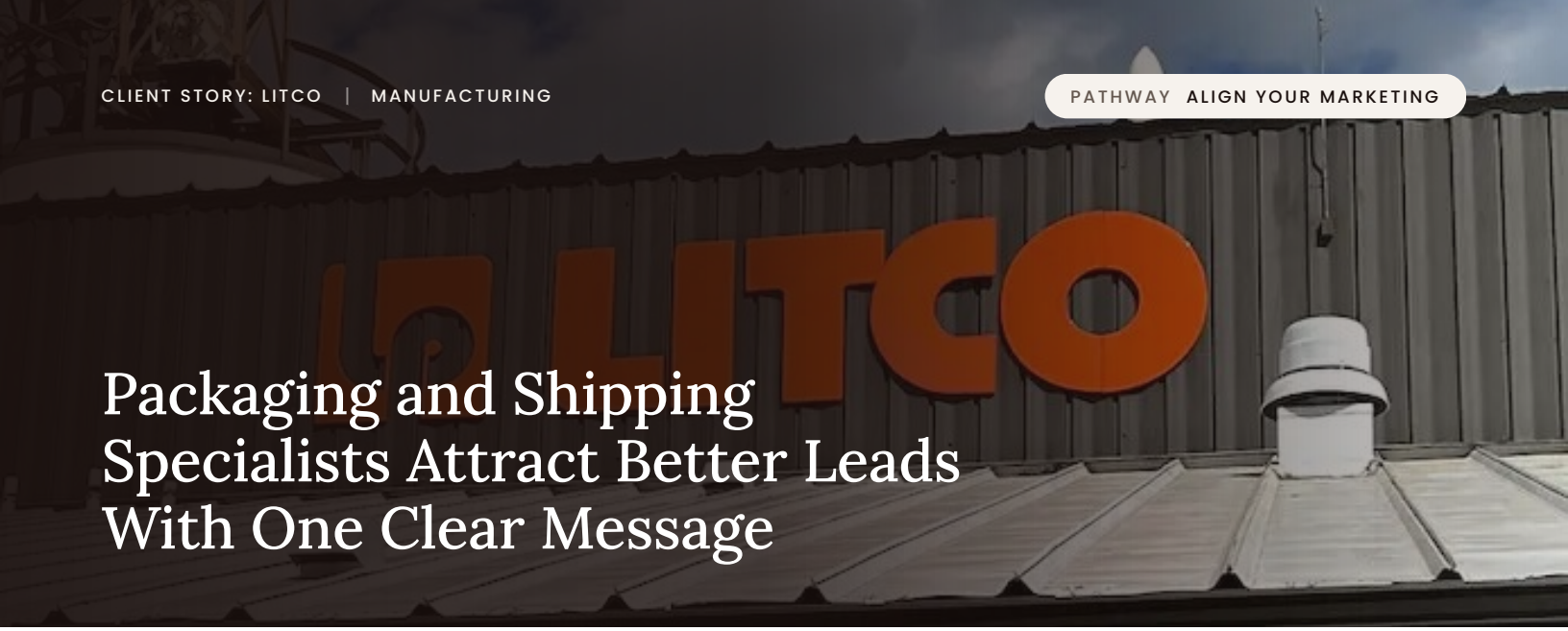

Packaging and Shipping Specialists Attract Better Leads With One Clear Message

CLIENT STORY SUMMARY

Three Websites Became One Clear Message

CHALLENGE Litco could solve more problems than many customers knew. Its products were spread across three websites: two client-facing sites and an online store. Many customers bought only one product, and the web forms brought in more noise than real business.

SOLUTION Litco brought its three websites into one site with one voice, one brand and online ordering built in. Then we supported the new site with an ongoing content plan built around its product lines.

RESULT Even as Litco raised the bar for who can request a quote, website lead generation grew 14%. The bigger change was lead quality: real companies with real needs, starting real conversations with the sales team.

> "The quality of leads we're getting is not even comparable to a year ago."
>
> John Weisman · Marketing Manager, Litco

RESULTS

3→1

separate websites merged into one

14%

more website leads, year over year

AUDIENCE SERVED
Manufacturing

SERVICES PROVIDED
Website · E-commerce · Brand Messaging · Content Strategy · SEO · Monthly Reporting

WHERE IT STARTED
A New Website, End of 2023

WHERE IT IS NOW
An Ongoing Content Plan

"

WORKING TOGETHER

They did a great job in launching the website, and now we're working with them to create a content strategy and deliver it."

John Weisman · on working with Clearsound

NEXT STEP

Ready for Leads Worth Your Time?

Start with one conversation about who you want to reach and what they need to hear.

Start the Conversation →

Or call 724.674.8355