



# **How We Got \$4 Million in Opportunities for This IT Solutions Provider**

a paid advertising case study

# Yorktel

IT Solutions

 webmechanix

## Introduction

Yorktel helps with the assessment, design, integration, and management of video and audio communications. The company had no digital marketing efforts when it began working with WebMechanix.

WebMechanix and the client set an initial goal of 10,000 sessions a month to their website. This goal helped us find out what worked and iterate from there.

traffic goals exceeded by

**31.8%**

**\$4M+**

in opportunities from organic traffic

**500%+**

return on ad spend

## Discoveries

For August and September, our SEO generated 12 sales opportunities worth 4 million dollars. WebMechanix also spent ~\$10,000 on digital advertising to promote products and generated more than \$50,000 in opportunities! Now that these prospects have converted, Yorktel can easily generate millions in sales from the \$50,000 by upselling and cross-selling additional solutions.

“Teaching one to fish, their lesson was detailed, and their patience very much appreciated. Their SEO expertise was clear, as was their grasp of the many nuances of this particular dimension of content development... Overall, we very much appreciate the WebMechanix team’s professionalism and dedication to improve our business outcomes”

## How We Did It

WebMechanix attracted new users and re-engaged existing users to the site by setting up web tracking with Google Analytics and HubSpot. WebMechanix used HubSpot for email campaigns and remarketing audiences.

Within a quarter, we brought in 13,180 sessions a month. Next, they re-focused on business results. WebMechanix used Facebook, Bing, Google, and LinkedIn advertising to promote initiatives. The team created target audiences based on customer profiles.

Yorktel also leveraged a partner’s assets to amplify reach. These resources helped prospect audiences grow while remarketing audiences helped users convert into leads.

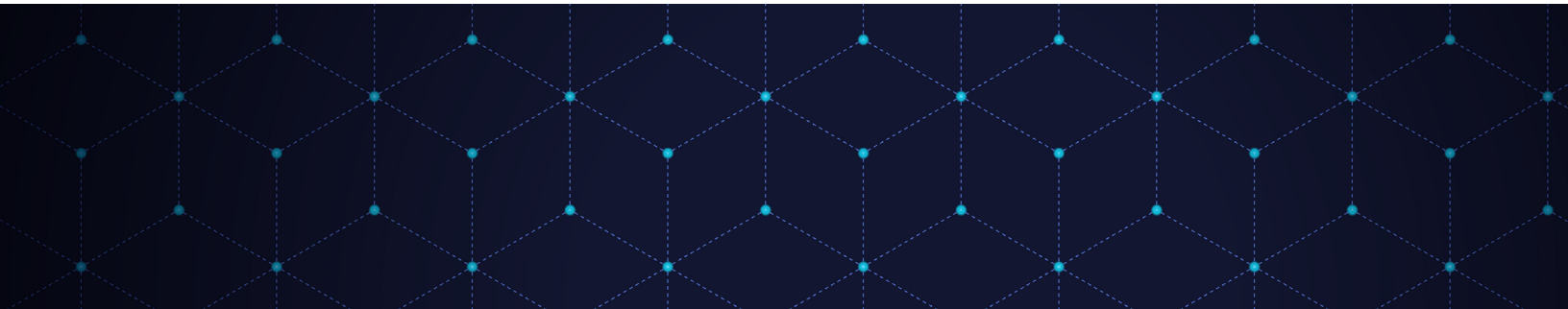
## The Bottom Line

WebMechanix achieved Yorktel’s traffic goal. Then, it successfully directed strategy to get millions of dollars in opportunities. That foresight grew Yorktel’s business pipeline.

Yorktel was so thrilled that they signed on a sister company immediately.

WebMechanix’s wealth of experience played a key role in ensuring Yorktel’s success. We’re especially skilled at preparing understandable reports that allow clients to show off data that matters. In fact, we provided a strategy report that our point of contact used as part of her presentation to the board of investors and her bosses. And she got a standing ovation.

Moving forward, we’d like to complete our setup of tracking and reporting so we can better understand trends and return on ad spend.





**Contact us:**

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or visit

**[webmechanix.com](http://webmechanix.com)**

for more information