

**MARKETING ACCELERATED**



# SHIFT YOUR BUSINESS INTO A **HIGHER GEAR**

**You want results. Greenlight delivers them.**

It starts with a custom strategy designed for your unique needs and objectives. Harnessing decades of experience and an unrivaled network, we know exactly what it takes to move the needle. Using a customized omni-channel approach we'll find the perfect positioning for your brand and put you in the right place, at the right time, every time.

# GREENLIGHT REVS UP ORGANIC TRAFFIC

**CLIENT:** Orange EV builds, sells, and services industrial electric vehicles for some of the most successful companies in the world.

**OBJECTIVE:** The client sought to meet business sales goals and objectives through increased lead flow and traffic engagement from the brand website. To meet these goals, the site needed to significantly increase organic traffic.

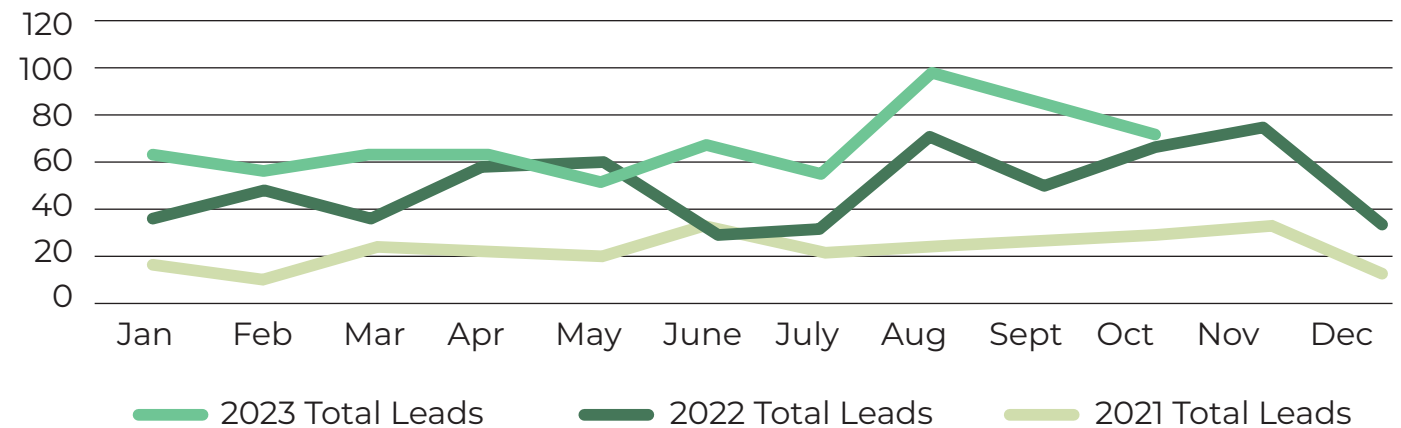
**CHALLENGE:** This automotive industry client needed more leads to meet sales goals. These were sought through increased organic website traffic and engagement.

**PROJECT:** Gragg implemented local SEO with basic and advanced on-site and off-site optimizations and custom organic strategies on a consistent, frequent and continual basis.

## THE RESULTS

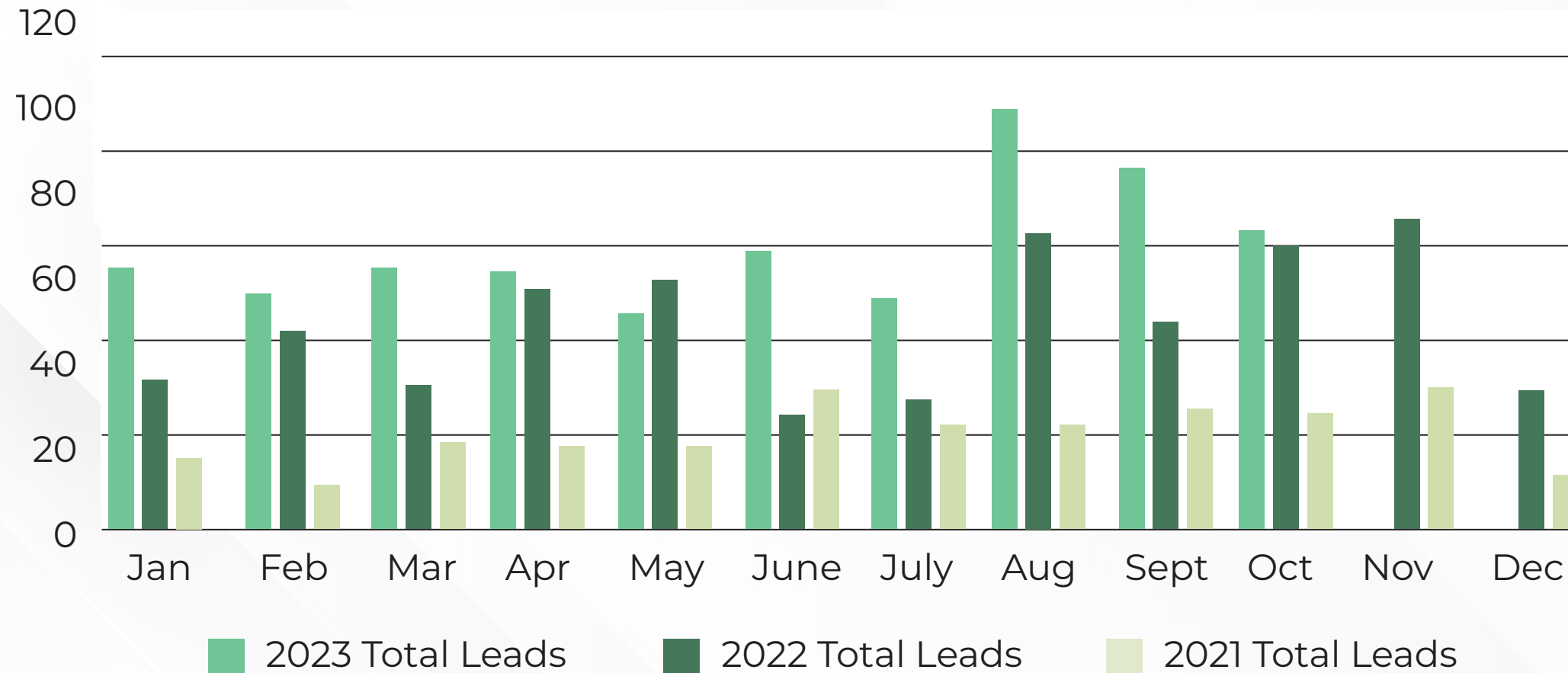
**Leads show significant growth year-over-year.**

2022 leads outperformed 2021 leads and 2023 leads have already passed 2022 lead totals in only 10 months.



- 2022 leads exceeded 2021 lead totals by **108%**.
- **2023 leads have already passed 2022 leads by 14%** at the end of October 2023.

## SEO CASE STUDY



- 2022 leads in every month from January through December are higher than the same month in 2021 (with the exception of June which was only under by 6 leads).
- 2023 leads in every month from January to October (current data) are higher than the same month in 2022 (with the exception of May which was only under by 10 leads.)

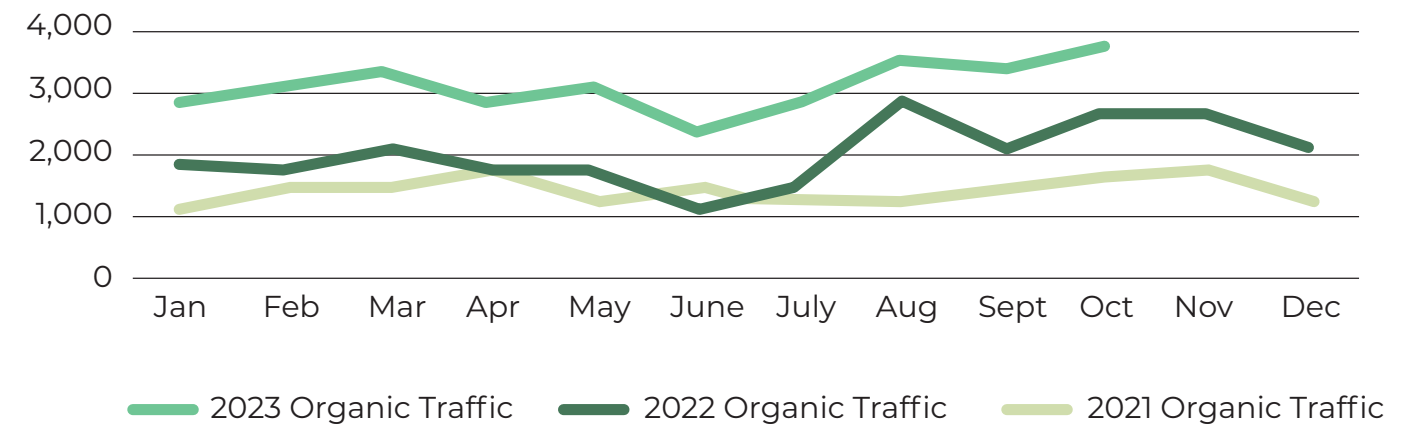
## SEO CASE STUDY

<b>Total Leads</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
2023 Total Leads	183	181	243	72
2022 Total Leads	119	146	153	177
2024 Total Leads	50	76	82	78

- Lead totals in each quarter outperformed each quarter the previous year with Q4 2023 pacing to pass Q4 2022 in only one month of data in Q4. (Q1, Q2, Q3 2023 leads are over Q1, Q2, Q3 2022 leads over the previous year)

# YEAR OVER YEAR ORGANIC TRAFFIC COMPARISON

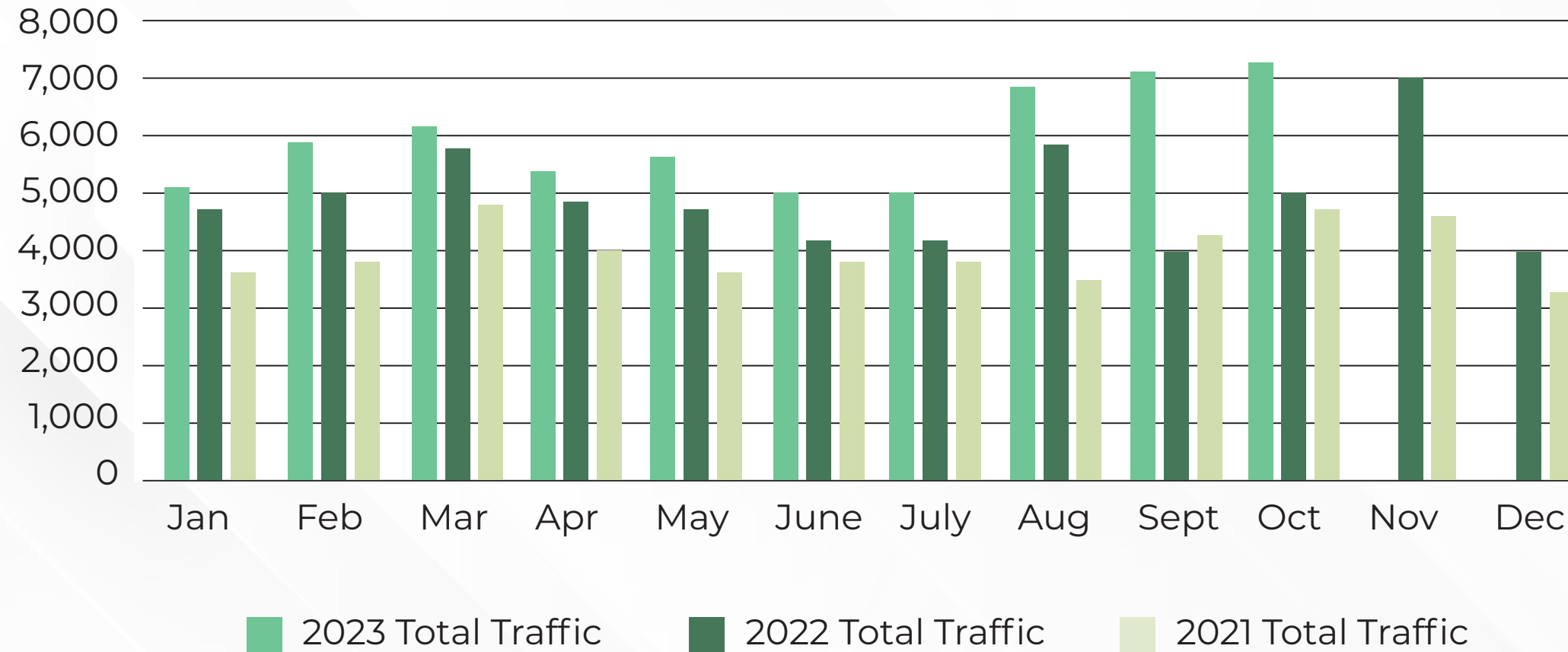
Organic traffic in each year shows significant growth over the previous year.



- 2022 organic traffic exceeded 2021 organic traffic by 31%.
- 2023 organic traffic has already passed 2022 organic traffic by 31% at the end of October 2023.



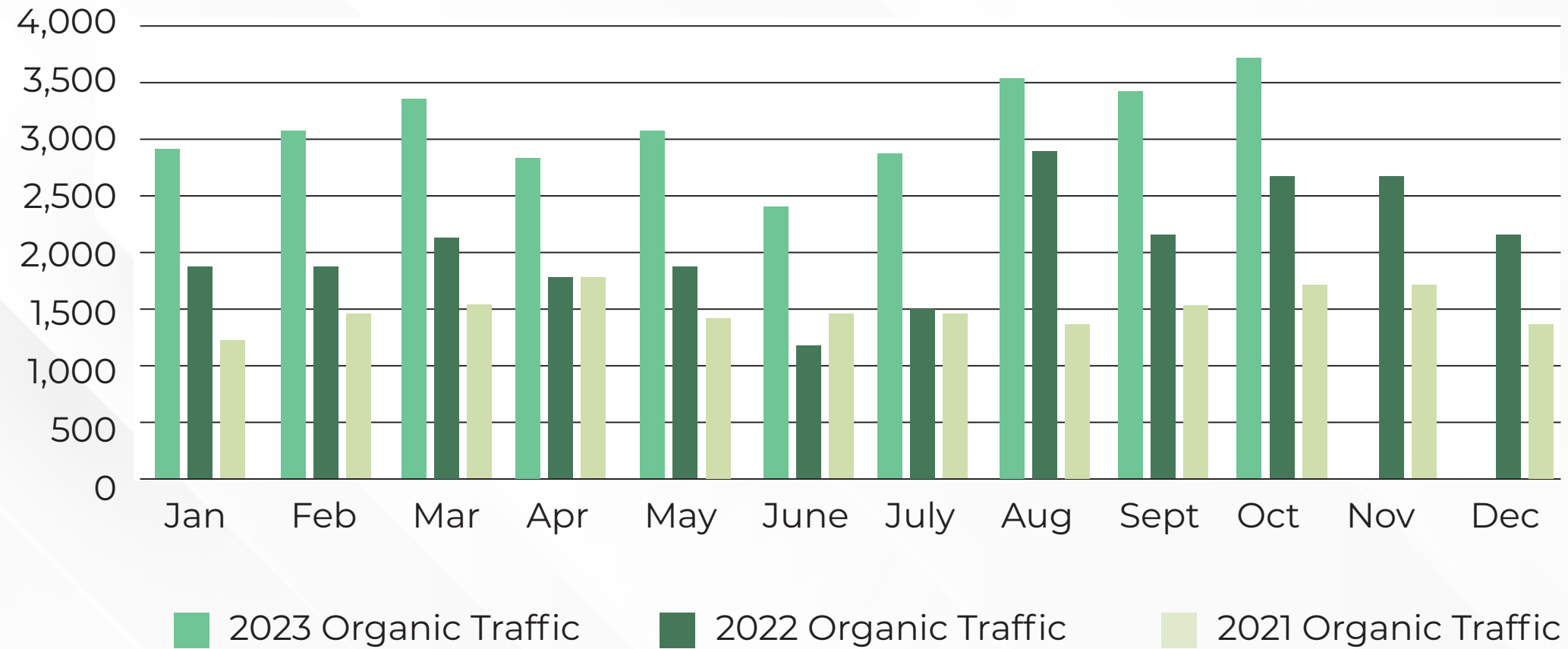
## SEO CASE STUDY



- 2022 traffic in every month from January through December are higher than the same month in 2021 (with the exception of September which was almost even).

- 2023 traffic in every month from January to October (current data) are higher than the same month in 2022.

## SEO CASE STUDY



- 2022 organic traffic in every month from January through December are higher than the same month in 2021 (with the exception of June which was slightly down).
- 2023 traffic in every month from January to October (current data) are far higher than the same month in 2022.



## SEO CASE STUDY

<b>Organic Traffic</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
2023 All Organic Traffic	9,266	8,307	9,789	3,695
2022 All Organic Traffic	5,827	4,774	6,579	7,505
2021 All Organic Traffic	4,255	4,677	4,344	4,745

- 2023 organic traffic has nearly doubled in every quarter over each quarter in 2022.
- Organic traffic in each quarter outperformed each quarter the previous year with Q4 2023 pacing to pass Q4 2022 in only one month of data in Q4. (Q1, Q2, Q3 2023 organic traffic is over Q1, Q2, Q3 2022 organic traffic the previous year)

**Traffic and lead growth** continues each month on a **consistent** basis. The **growth** is the result of a **well-planned organic strategy**.

# SUPERCHARGE YOUR WEBSITE

**CLIENT:** In 1907, Gabriel® (Ride Control, LLC, a MAT Holdings company), invented the original automotive shock absorber – followed by the first hydraulic shock absorber, the first adjustable shock absorber and the first air adjustable shock absorber. As transportation and industrialization expanded throughout the 20th century, so did Gabriel. To this day, Gabriel is still that same innovative, independent American company – building high-performance shocks and struts that cover more than 96% of North American vehicles.

**CHALLENGE:** Gabriel's website needed several new product and landing pages, each of which needed to include alt tags and keywords to optimize SEO.

**PROJECT:** Using our full-stack web development team, Gragg managed these development projects from soup to nuts, with no outsourcing.

## THE RESULTS

**The client loved the new webpages.**



*“Thanks again to you and all of your team for all of your work! We enjoyed working with you also and look forward to working with your team again on new projects to come.”*

**HEAD OF MARKETING**

GABRIEL BRAKES

# DRIVE MORE TRAFFIC WITH SOCIAL MEDIA

**CLIENT:** Automotive Training Center (ATC) is a trade school specializing in auto and marine technology, with locations in Exton and Warminster, PA. Their target demographic is primarily males, age 18-40.

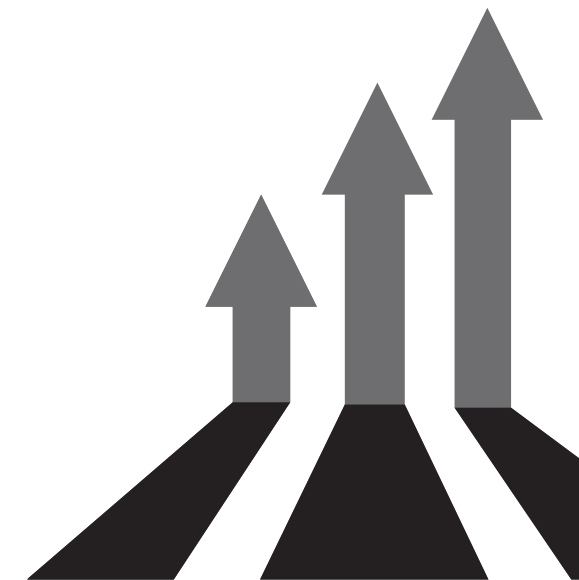
**CHALLENGE:** Many trades are suffering from a shortage of skilled workers, as high school graduates are pushed toward traditional colleges instead of trade schools. ATC needed to appeal to their target audience in their digital habit and show them the possibilities and potential of a career in automotive or marine technology.

**PROJECT:** We developed a strategy of using pillars of organic SMM, including information, brand awareness, engagement and humor. These were used to schedule three new posts per week, with creative including students getting hands-on in shop classes. The copy reflected the interests of young males and used automotive terminology. We used AI to write social media copy adhering to best practices and trends and were sure to stay on top of seasonal events like National Automotive Day and New Year's.

## THE RESULTS

We reached **599,518 people** through these organic efforts, which came out to be an increase of **114% over 90 days.**

114%



# ACCELERATE RESULTS WITH THE RIGHT NETWORK

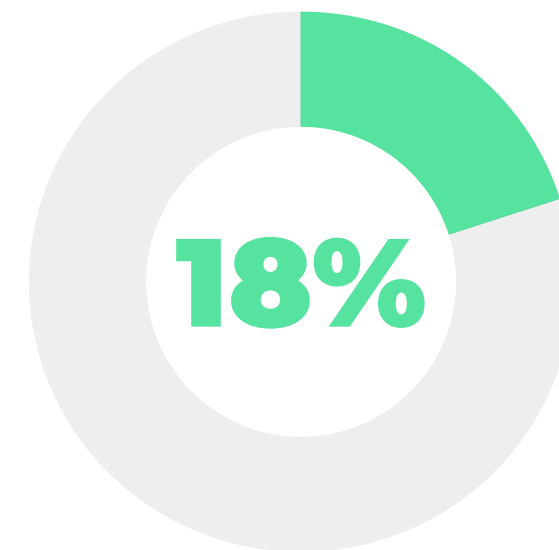
**CLIENT:** An automotive engine repair firm that trains staff to repair and service multiple types of vehicles, from personal cars to heavy-duty commercial equipment.

**CHALLENGE:** Interest was waning among prospects once they entered the program, which led to higher than usual dropout rates. This affected the firm's accreditation, finances and long-term outlook relative to graduates and future growth.

**PROJECT:** Gragg Affiliate Services recruited a fresh group of lead-generating vendors specializing in the Automotive Tech field. Using entry level budget and test goals, Gragg vetted each partner to ensure quality leads were delivered consistently and over six months optimized the vendor list and criteria to provide strong ROI. We also helped develop and launch a program to help boost graduates into more lucrative employment, with top-flight companies offering stronger employment packages which incentivized the staff.

## THE RESULTS

Increased interest led to **higher retention rates**, up 18% over the first year. Lead flow grew 2-4 points each quarter during the initial year rollout.



**THANK YOU!**

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