

Delivering a 2,500% Increase In Revenue Through PPC and Social Media

Our Client

CMI is the leading manufacturer and fabricator of engineered products providing solutions for marine walls, flood-levee protection, water control, chemical containment, soil stabilization, groundwater cut-off, aluminum bridges, gangways, docks and industrial access applications.



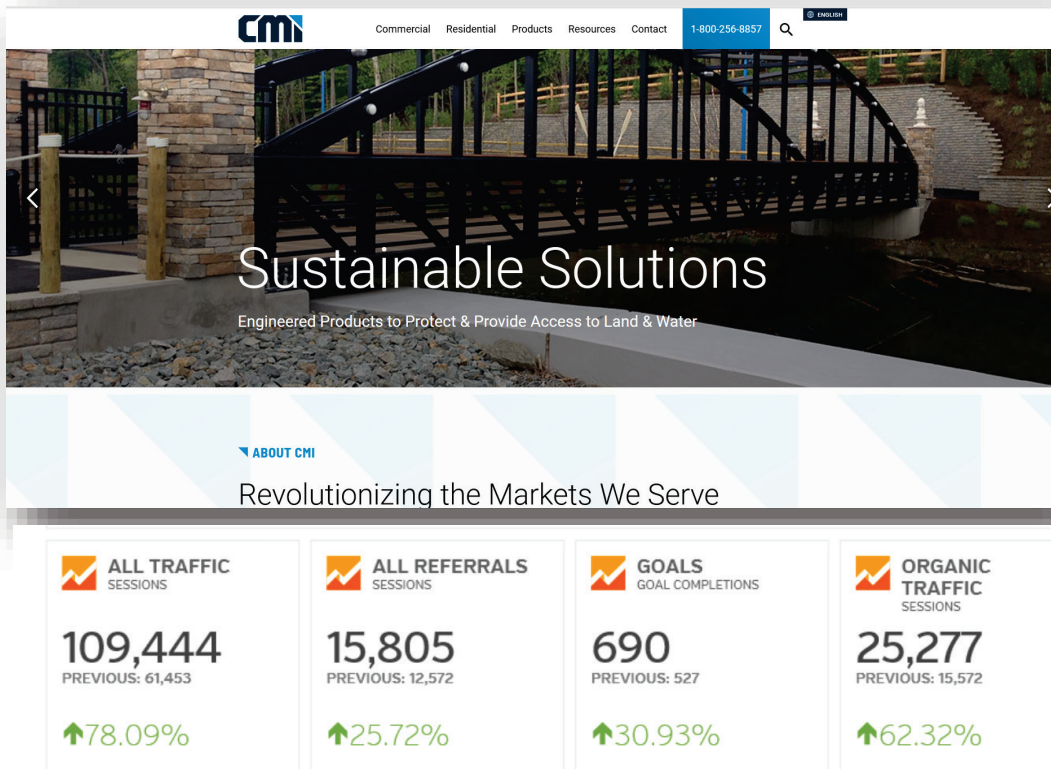
The Challenge

Our client was looking for ways to generate more leads from residential and municipal clients, and their builders, developers and contractors. They were keen to invest in B2B digital marketing to achieve these objectives but needed to find a partner they could work with who could deliver impactful results through an informed approach to digital marketing. We are the best in the industry in generating leads from websites in any sector. We are the best on converting website traffic into paying customers.

Our Solution

Working with a total marketing investment of \$236,869 we focused on a PPC campaign and the development of a LinkedIn campaign as this would be the most effective social platform for developing the B2B relationships that this client needed.

We designed and deployed a comprehensive LinkedIn marketing strategy, designed to speak to a carefully targeted audience of B2B buyers working with projects in marine areas where CMIs specialist engineering solutions were most likely to be in demand.



The screenshot shows the CMI website with a navigation bar including 'Commercial', 'Residential', 'Products', 'Resources', and 'Contact'. The main content area features a large image of a bridge with the text 'Sustainable Solutions' and 'Engineered Products to Protect & Provide Access to Land & Water'. Below this is a section titled 'Revolutionizing the Markets We Serve' with a sub-header 'ABOUT CMI'. A dashboard below the main content displays four key metrics:

Metric	Current Value	Previous Value	Change
ALL TRAFFIC SESSIONS	109,444	61,453	↑78.09%
ALL REFERRALS SESSIONS	15,805	12,572	↑25.72%
GOALS GOAL COMPLETIONS	690	527	↑30.93%
ORGANIC TRAFFIC SESSIONS	25,277	15,572	↑62.32%



Our investment with Avenue810 has paid for itself quadruple over. These guys focus on and know how to generate revenue. Over the years we worked with Avenue180 we never had a bad month, and that's rare of me to say in business.

Director, CMI

About Us

Avenue180 is an industry leader in digital marketing and interactive design. Our company was founded on the philosophy that great people create great digital marketing campaigns and we attract the best and brightest people in the industry through our reputation for delivering work of the highest quality. We deliver the kind of results that will take your company to the next level and beyond.