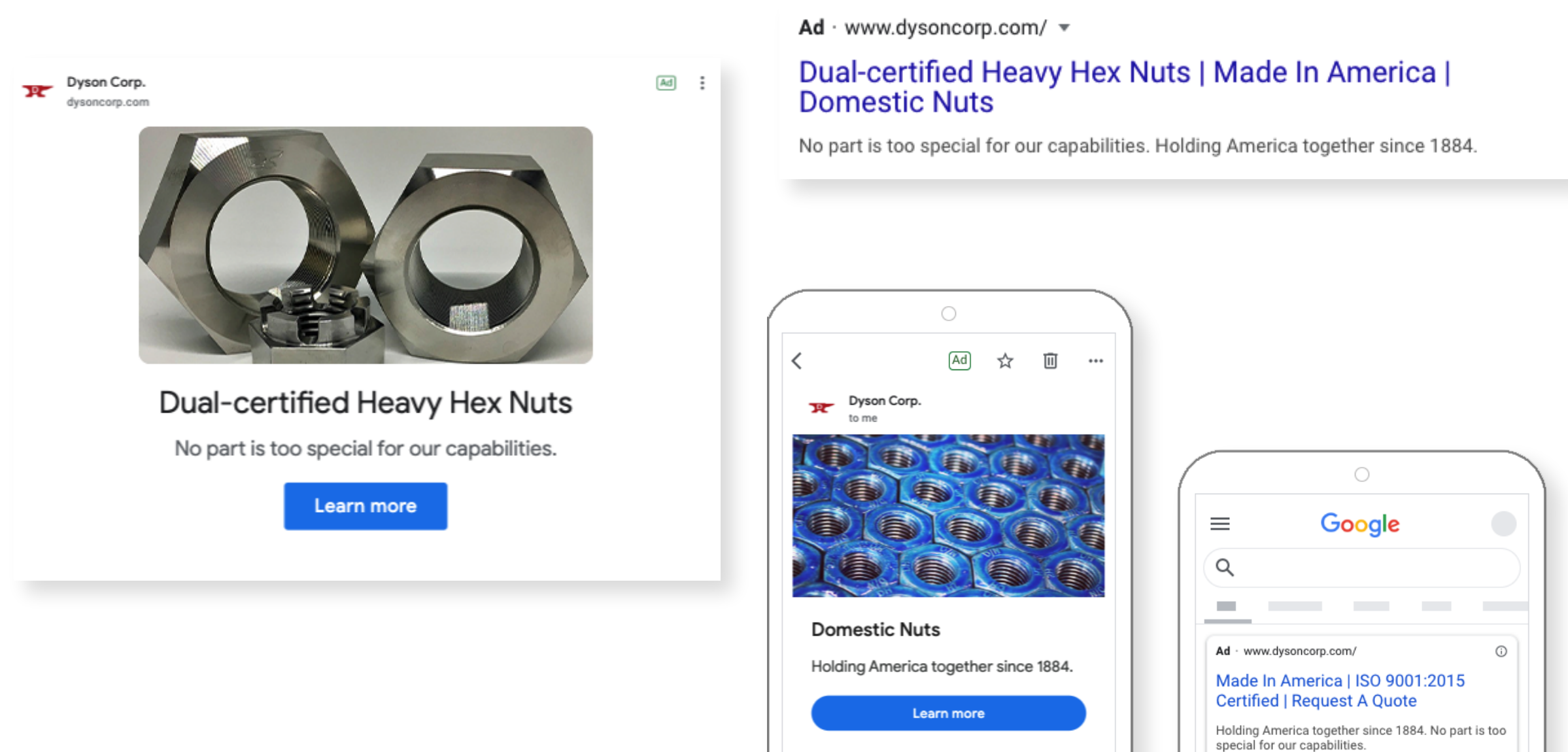


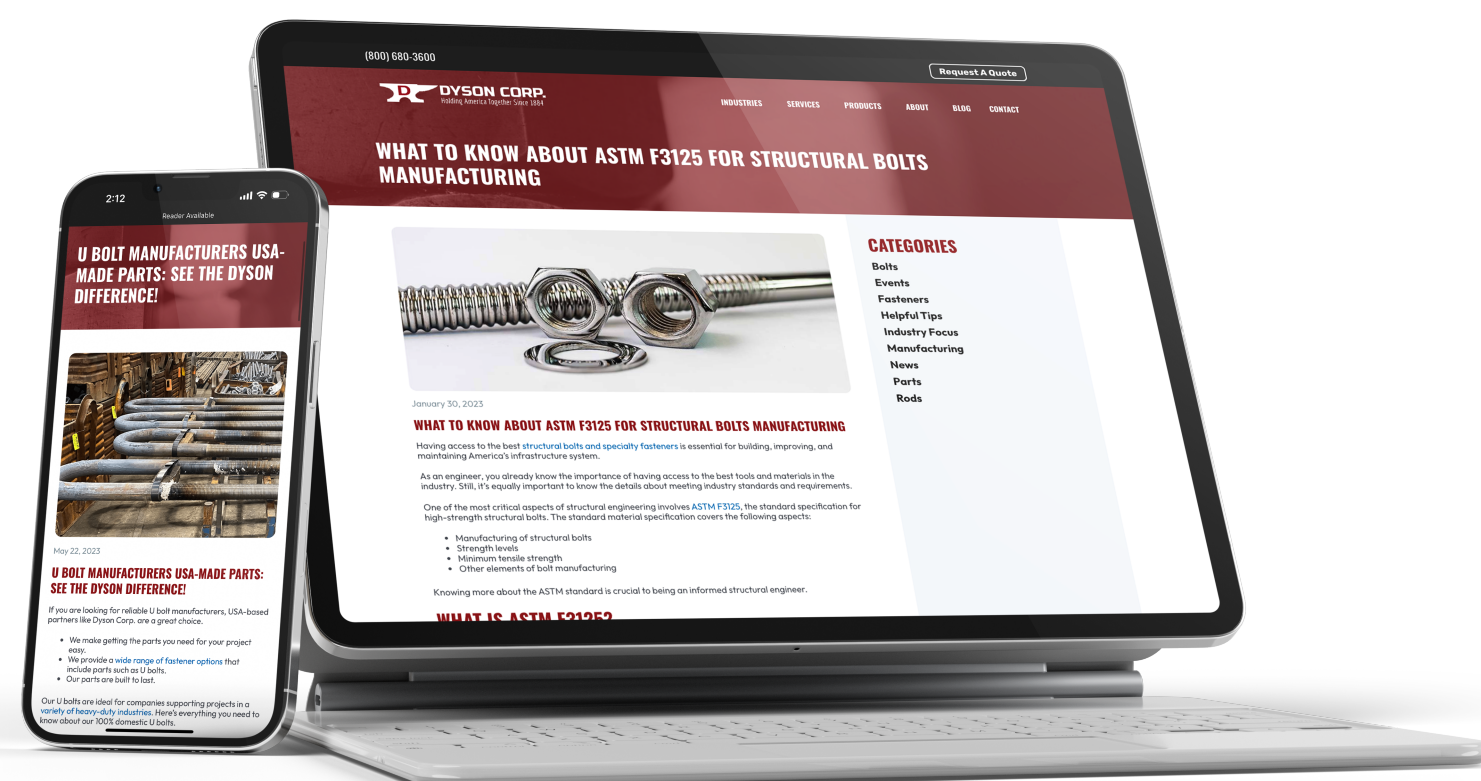
## DYSON CORP.'S JOURNEY TO ATTRACTING TARGET CUSTOMERS

**Dyson Corp.**, a long-standing manufacturer of American-made industrial fasteners and parts, aimed to revamp its marketing strategy to generate new leads. Our team developed a comprehensive roadmap, including an annual budget, timeline, and action plan. This plan prominently featured targeted paid search ads tailored to engage buyers in key geographic markets throughout their purchasing journey.

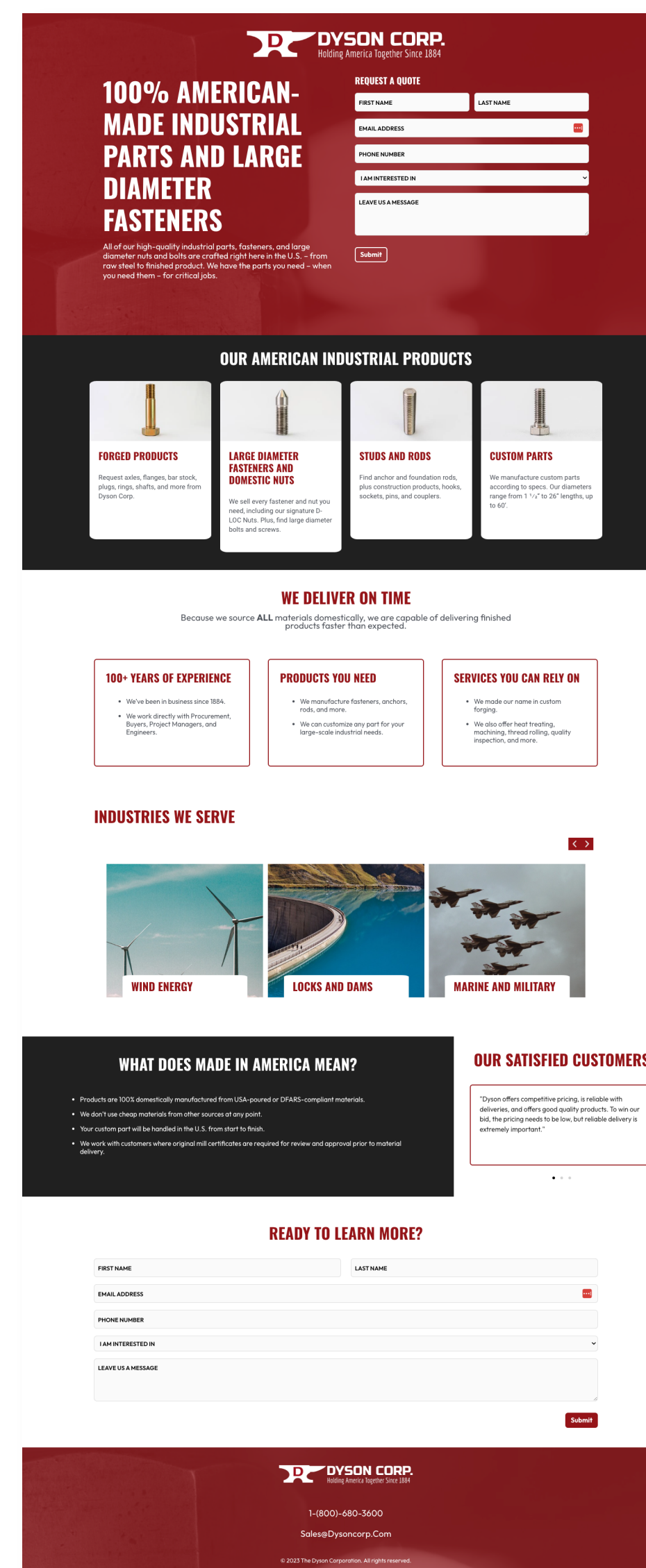
### Digital Ads



### Blogs



### Landing Page



477%  
increase in  
qualified  
website leads

335%  
increase in  
website traffic

106%  
increase in  
keyword rankings