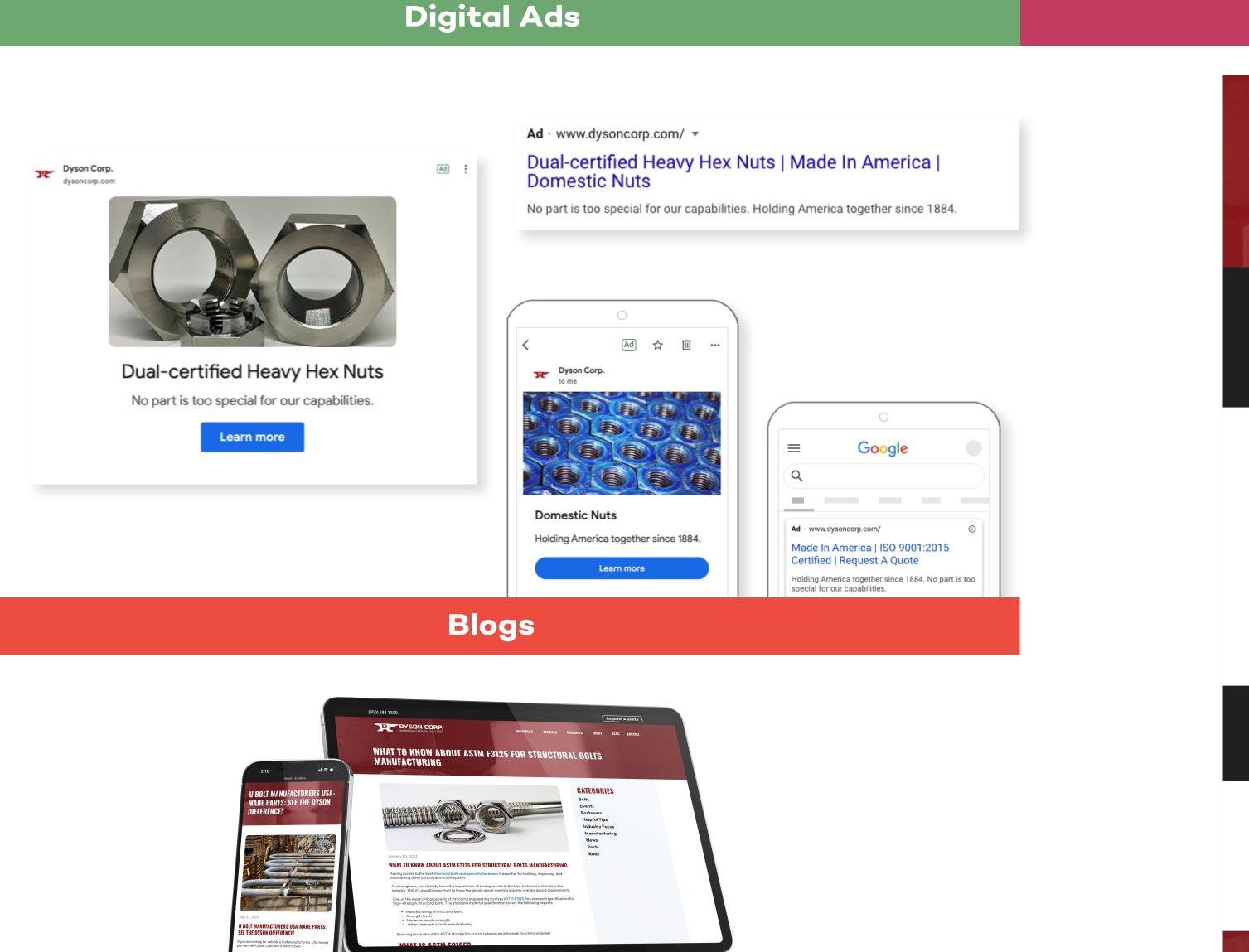


DYSON CORP.'S JOURNEY TO ATTRACTING TARGET CUSTOMERS

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.



DYSON CORP.
Holding America Together Since 1884 DIAMETER **OUR AMERICAN INDUSTRIAL PRODUCTS** 100+ YEARS OF EXPERIENCE SERVICES YOU CAN RELY ON **INDUSTRIES WE SERVE OUR SATISFIED CUSTOMERS** WHAT DOES MADE IN AMERICA MEAN? **READY TO LEARN MORE?** DYSON CORP
Holding America Together Since 1884

Landing Page

The Results

477%
increase in qualified website leads

335% increase in website traffic

106% increase in keyword rankings