



MARKETING REFRESH

IMPROVED B2B LEAD GENERATION AND GOOGLE KEYWORD VISIBILITY

National Signs is a leading provider of interior and exterior signage and architectural accents serving Houston, Dallas, Fort Worth, San Antonio, and Austin. The company is also one of the top distributors of Daktronics LED displays in the United States.



National Signs

The Problem

National Signs had a low performing digital marketing program. The website was slow, poorly organized, and just did not rank for important target keywords on Google. Most importantly, the sales team was not getting leads from the website.

Overall, the online presentation of the brand did not match the actual capabilities of the company. They are the market leader, and the digital marketing presence did not live up.

The company was also interested in expanding outside of the Houston market into other major Texas cities. The entire marketing program needed a revamp.

The Solution

We analyzed the service offering, audited the existing website, reviewed key competitor websites, and recommended an updated marketing strategy to best communicate the combined value proposition and generate leads.

- Identified top target keywords
- Developed a clear messaging strategy that educated target audiences in a variety of industries throughout their entire decision-making process
- Created and launched a new website with a clean design, new copy, and a focus on signs they spec, design, install, and maintain
- Created a consistent content calendar (Blogs, LinkedIn, Email)
- Revamped the Google Ads strategy with targeted conversion landing pages
- Connected the sales and marketing program metrics

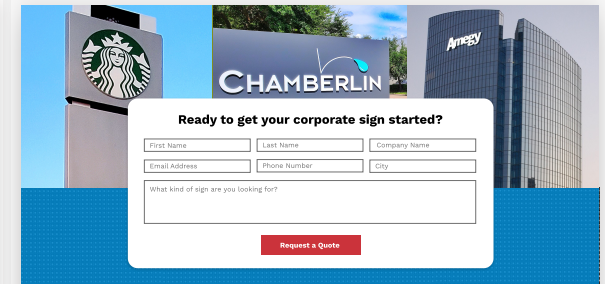
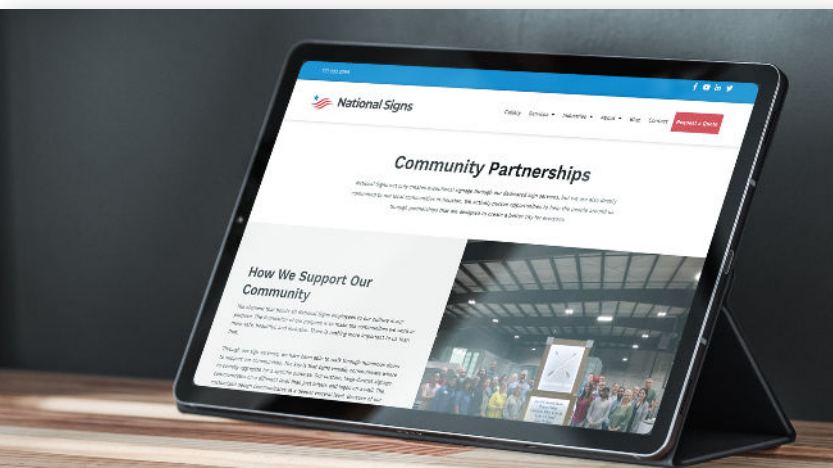
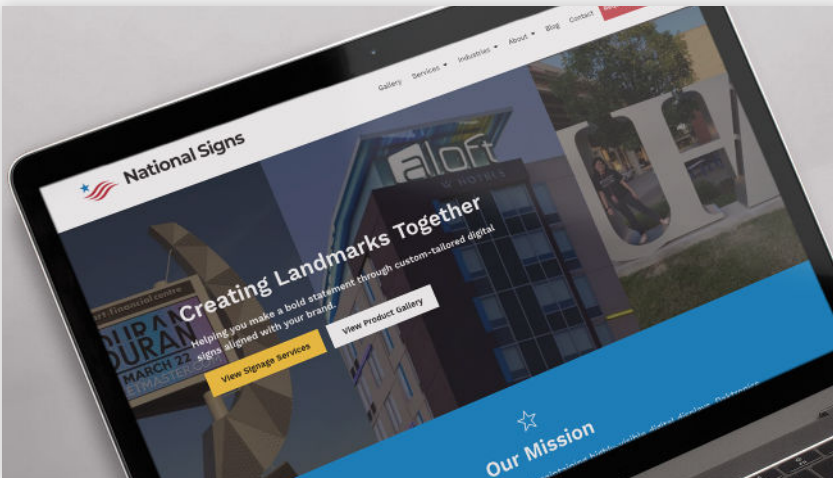
The Results

197% increase
in leads YOY

7% decrease
in cost per lead YOY

151% increase
in keywords positions YOY

Website Content, Landing Pages, and Digital Ads



National Signs is a leading provider of digital signage and architectural accents in Houston, Texas. Since 1992, our Houston sign company has provided turnkey commercial signage services to leading businesses and organizations. Our end-to-end signage solution includes design, engineering, permitting, project management, manufacturing, and installation for government, institutional, corporate, retail, church, and commercial customers.



I had the pleasure of working with National Signs on a variety of projects over the last year. Everyone there is so professional, friendly and helpful! Thank you to everyone at National Signs for all of your hard work in making sure we have consistent branding and signage across our company!

DIABETES AMERICA

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Fabricate & Install

One-stop shop Design, Fabricate and Install

Digital Signage

We Bring Your Signs To Life Request a Quote.

Service and Maintenance

One point of contact for repairs Retrofits, upgrades and cleaning

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With guidance and great execution from the Marketing Refresh team, we have been able to increase the number of quality leads for our sales team. They have been a great partner and worked closely with our leadership team to create a strategy with a precise message and targeting for the various contacts we sell to. Our brand has improved visibility with Google and we have predictability and a clear ROI with our marketing dollars.

- Matthew Nicolay | VP of Sales, National Signs

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