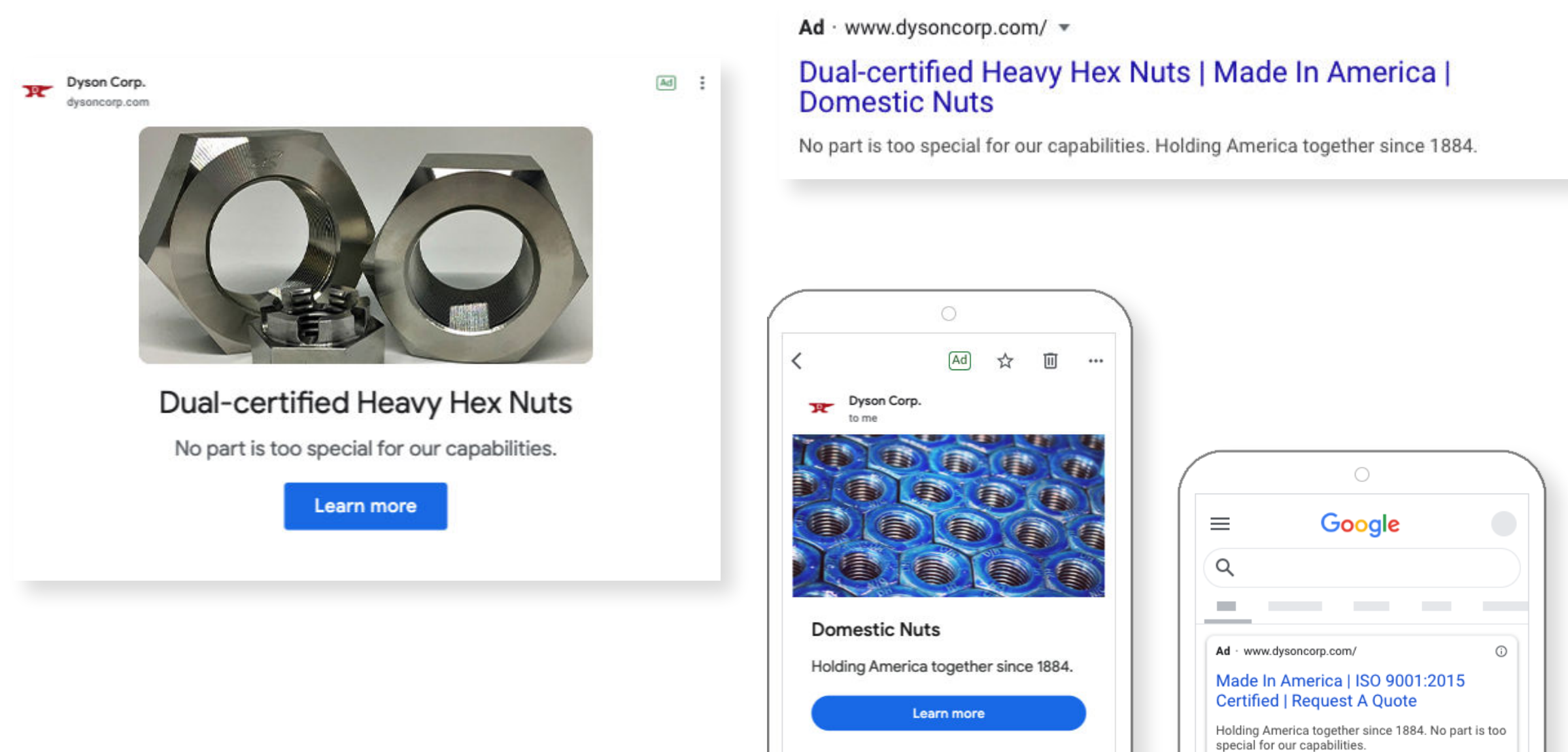


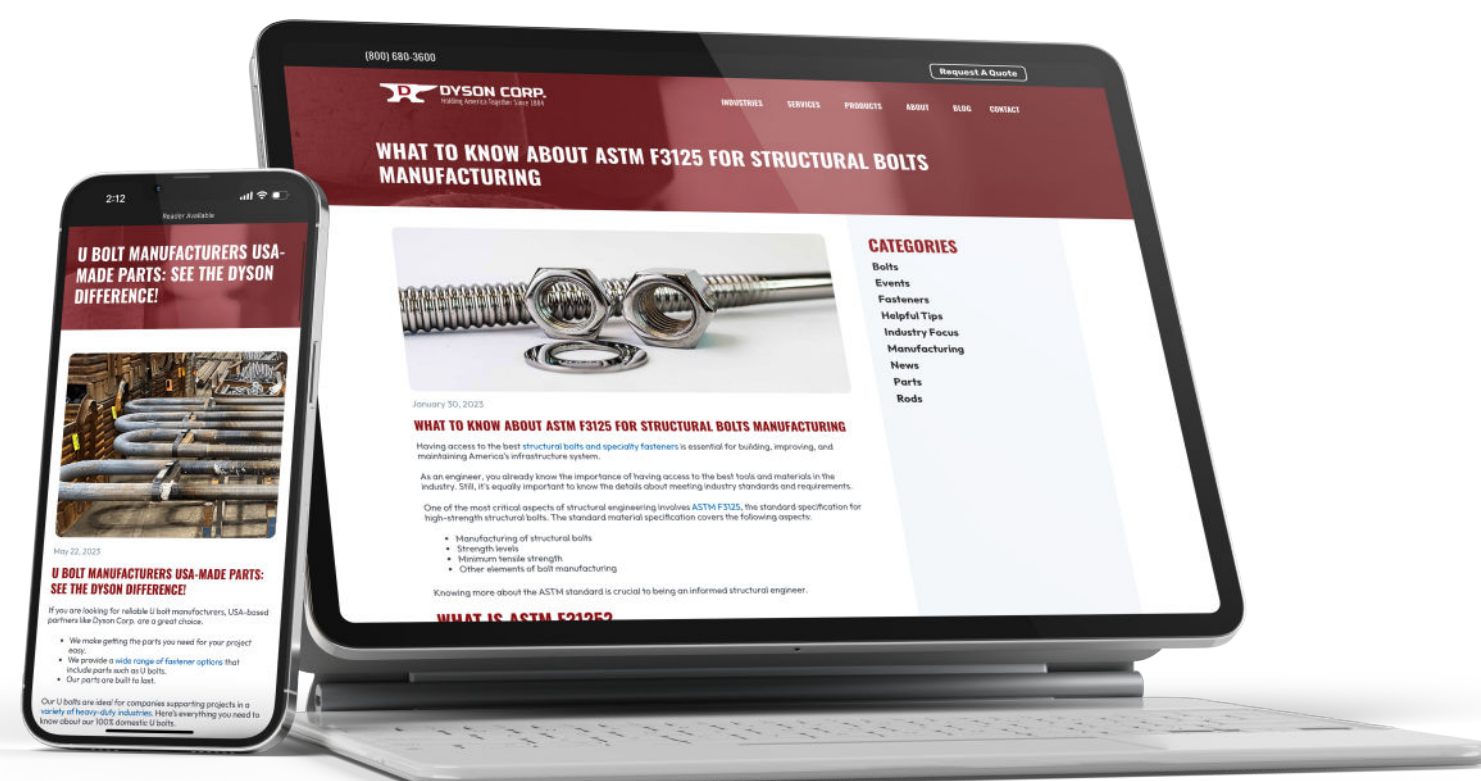
DYSON CORP.'S JOURNEY TO ATTRACTING TARGET CUSTOMERS

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.

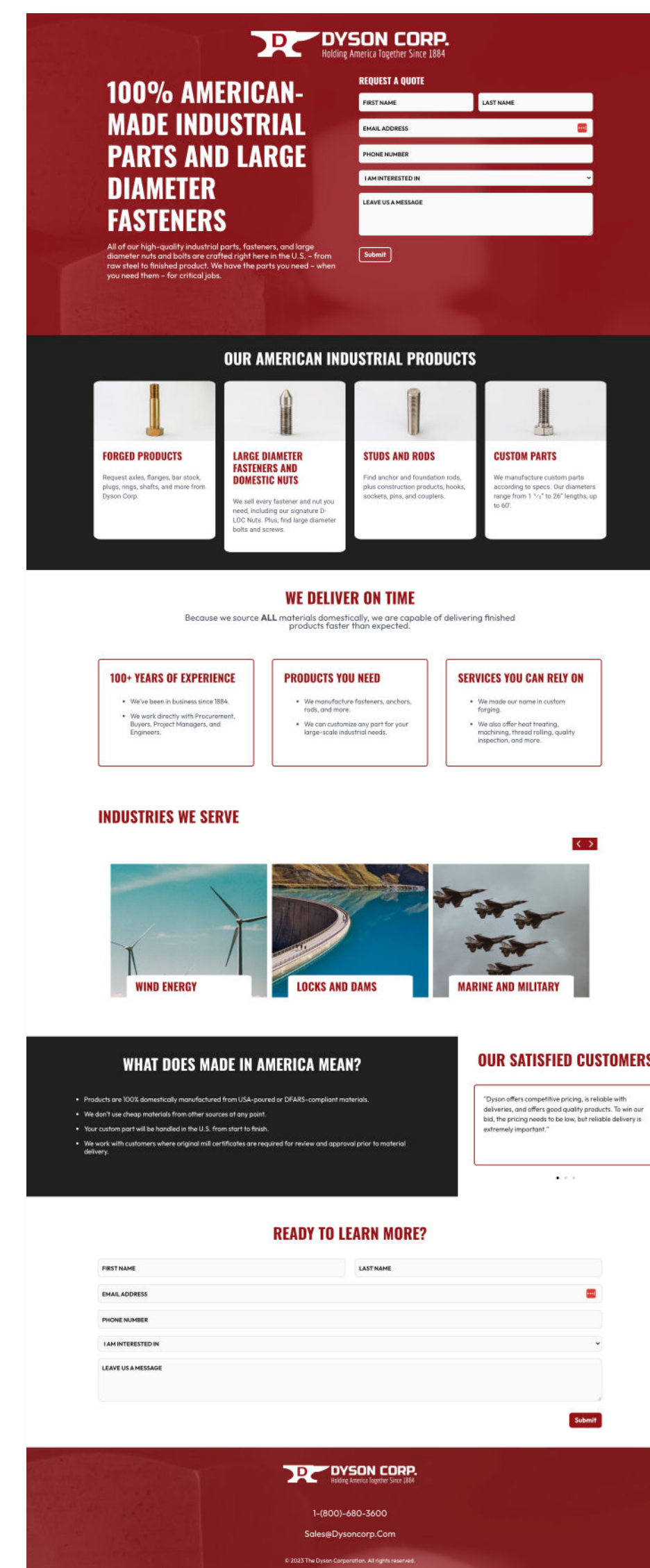
Digital Ads



Blogs



Landing Page



477%
increase in
qualified
website leads

335%
increase in
website traffic

106%
increase in
keyword rankings