

## CASE STUDY

# RedViking

A Remarkable Journey of Digital Marketing Success Amidst a Pandemic

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— Jessica Langton, RedViking Content Marketing Manager



## Bolder Branding. Broader Reach. Bigger Deals.

Recognized for their bold engineering solutions, RedViking sought a digital agency specializing in B2B marketing to create a modern website that would attract bigger clients and generate high-quality leads. Before HLM, RedViking had an SEO company that produced about 10-12 leads per month, but they averaged about a year to close. They transitioned to HLM because of our diverse B2B and manufacturing portfolio and our exclusive Footprint technology.

### KEY METRICS

**24%**

More Organic Traffic YOY

**17.25%**

of Total Revenue Generated from HLM Marketing

**14m**

Revenue from HLM Marketing 1st Year

**INDUSTRY**  
Manufacturing

**BUSINESS TYPE**  
Single Location

**LOCATION**  
Plymouth, MI

**HLM SERVICES**

- HLM Performance
- SEO
- Core70

Before they partnered with HLM, RedViking never imagined paid advertising would revolutionize their marketing strategy.

## Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the manufacturing industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM



## The Journey.

RedViking's success story is a testament to its resilience, innovative spirit, and the transformative power of a strategic partnership with HLM in the face of challenging times. We met with RedViking's Content Marketing Manager, Jessica Langton to it break down.

## Overcoming Challenges and Embracing Change

As RedViking's website and SEO strategies gained traction, there was a dramatic shift in RedViking's market landscape. Costs were fluctuating, and they went from being the sole engineering company to being one of several. With HLM's analytical prowess and RedViking's collaboration, we ensured the right adjustments were made to the strategy and budget. Together, we navigated the changing dynamics, solidifying RedViking's market position.

## Navigating the Storm: RedViking's Pandemic Pivot

When the COVID-19 pandemic disrupted the world, RedViking faced the abrupt halt of their primary lead generation channel—trade shows. With HLM's guidance, RedViking swiftly pivoted, leveraging new opportunities in the digital realm. Through comprehensive analysis, we uncovered untapped potential in paid advertising, propelling RedViking to reach its target market and achieve record-breaking sales during the pandemic. Because RedViking quickly adapted to the new market conditions, while others struggled, they closed about 1M in sales during Jan-Feb 2021.

*"HLM truly helped RedViking during the 2020 pandemic as a new way to find leads. They saw an opportunity for RedViking to be one of the first AGV sellers to use PPC campaigns to increase their brand awareness and target specific audiences. This launched RedViking into a new space where we are able to connect with our target customers like no other AGV company has been able to do."*

## Continued Success and a Bright Future

Today, the partnership between RedViking and HLM thrives, delivering exceptional results through organic and paid strategies. With HLM's expertise, RedViking has gained quality leads that perfectly align with their industry and services, resulting in substantial revenue growth. Notably, multi-million-dollar deals have been secured, including a recent organic lead that closed at a staggering \$10 million.

## A Powerful Partnership Redefining Success

HLM's unwavering commitment to RedViking's success has established us as their trusted digital marketing partner. Together, we have propelled RedViking to the forefront of its customers' online research experience. By accurately targeting its audience, enhancing lead quality, and increasing project sizes, RedViking continues to dominate the manufacturing landscape.

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# Unlock your potential. Gain your competitive advantage.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

### Competitive Insights

Real-time competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

### Unmatched Transparency

Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

### Leading Technology

Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS