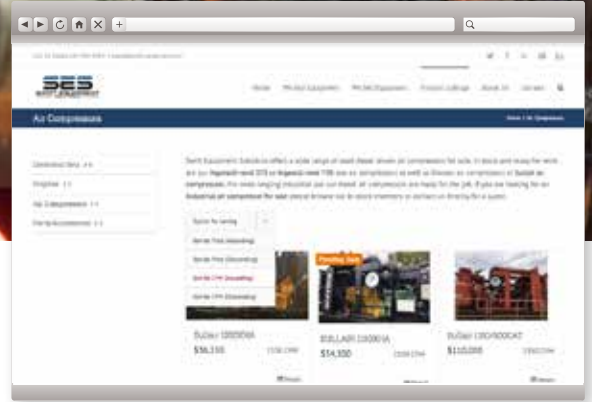
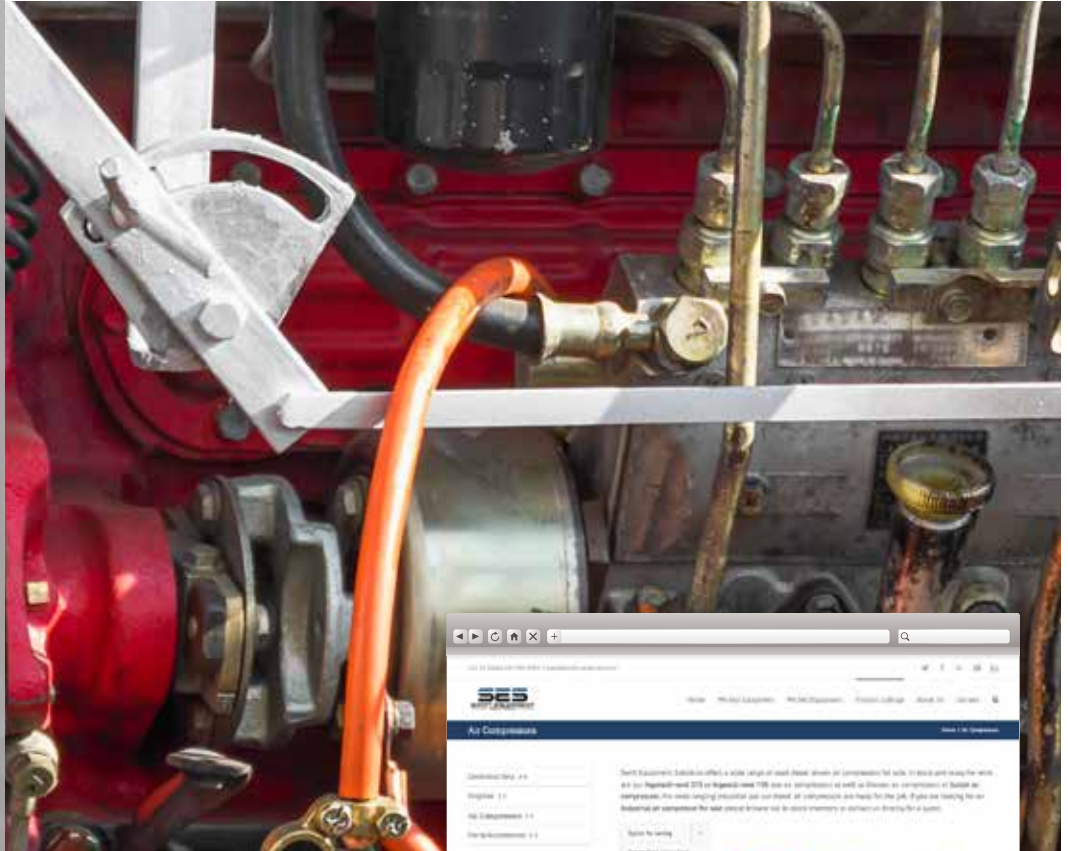


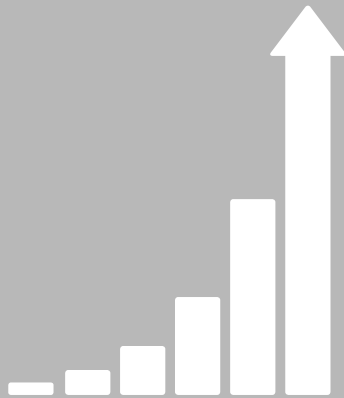


# CASE STUDY

SWIFT EQUIPMENT SOLUTIONS BOOSTS INTERNET LEADS WITH A NEW WEBSITE, SEO SERVICES, AND STREAMLINES WEBSITE INVENTORY MANAGEMENT WITH SALESFORCE INTEGRATION.



Internet search traffic grew 150% within 6 months.



Sales leads doubled each of the first 6 months.

## CLIENT: SWIFT EQUIPMENT SOLUTIONS

## CHALLENGE:

Help Swift streamline website inventory updates with a new and responsive website integrated with Salesforce products, generate more Internet leads and help manage the growing pipeline of sales opportunities.

## SOLUTION:

- Website refresh/redesign
- Monthly Search engine marketing program
- Salesforce implementation to manage growing pipeline as well as Products and Sales lead integration between website and Salesforce

## RESULTS:

- Internet search traffic grew 150% within 6 months and sales leads doubled each of the first 6 months
- All sales opportunities tracked and managed within Salesforce with custom pipeline reports and dashboards.
- Products available for sale are easily managed within Salesforce and integrated to website for synchronized updates.