

A silhouette of a construction site at sunset. A large tower crane is the central focus, with its long jib extending across the top of the frame. Several construction workers are visible on a building's steel framework, some standing and some working. The background is a warm, golden-yellow sky.

Bridging the Marketing Gap with Innovative Solutions

A web marketing case study

Client Profile

Industry vertical: Construction

Location: Charlotte, NC, USA

Our client is a growing construction firm located in Charlotte, NC; they specialize in commercial construction services. They also have considerable in-house expertise in the construction of smaller scale projects.

Challenges

Our client wanted to drive customer acquisition using email campaign for their new launches and latest offerings. But, their customer database had obsolete contacts and inaccurate information. Moreover, they used to have a basic website for several years which did not produce results for them.

Goals

- Provide a quality personalized mailing list
- Update and clean and append their database
- Launch new email campaign
- Create a new website that reflected company's brand and image

The Solution:

B2B List Expert's solution was to provide the client with a highly targeted customized mailing list, update their database and append it with accurate contacts. The next step was to redesign their website and launch an email campaign to promote their marketing

Result

As a result of working with B2B List Experts, our client could promote their services effectively with the help of our flagship '**Consumer Mailing List**' service. Furthermore, the client now has a professional looking website that is being updated constantly. The ROI measured was 150% higher and the client is now generating good revenue from new business every month.

Testimonial

The creativity and the quick turnaround that B2B List Experts managed to do was really impressive. Their professionalism made the process of our company's marketing really smooth. Their website designs and suggestions helped us to achieve better results. I would recommend them to anyone who needs professional marketing services done right. Thanks B2B List Experts!

Shawn Lodgen
VP Marketing, Charlotte, NC

