



GGC prides itself on its ability to deliver Measurably Better Marketing. Here are a few highlights of 2020, and the measurably better results we achieved for our clients

PROCESSING MANUFACTURER

FIVE MARKETING CAMPAIGNS GENERATED **\$9.3MILLION** ▲ IN REVENUE

16:1 ROI Digital Marketing initiatives alone returned 16:1 ROI in closed sales

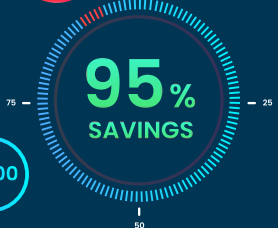
27% of all deals in the pipeline are tied to **digital marketing**

SCIENTIFIC INSTRUMENTS MANUFACTURER

Cost/lead on paid search was cut from \$1400 before GGC to **\$77/lead** in just a few months.

Gated white papers, brand campaigns and handbook offers, along with more sophisticated bid management programs, drove the **dramatic improvement**.

\$77 NEW COST PER LEAD



OLD COST PER LEAD **\$1400**

AWARDS



The GGC team won five "Cleveland Rocks" awards for its content writing, integrated marketing, webinars and videos during 2020.

DUST COLLECTION MANUFACTURER

GGC GENERATED A

100% INCREASE ▲

in "Requests for Test" prospect inquiries, a key metric targeted by a dust collection equipment company

10:1 ROI This led to a 10:1 marketing ROI in booked revenue produced by digital marketing

CONTRACT MANUFACTURER

INDUSTRY STANDARD

\$110

Paid search campaigns in particular were a bright spot, with cost/lead dropping to \$32, far below the industry average of \$110/lead for manufacturers

\$32

25:1 ROI

Closed business tied to digital marketing showed a 25:1 ROI

GGC'S DIGITAL MARKETING CAMPAIGNS GENERATED **\$16MILLION+** ▲ IN 2020 OPPORTUNITIES

GGC AVG. CLIENT TENURE **7 YEARS**

Industry Average: 2-3 years

PROCESS OBSERVATION MANUFACTURER



QUOTE REQUESTS

20% Greater results for less cost: even during COVID, quote requests increased 20% in 2020, while at the same time cost/quote declined 12%



LEAD CONVERSION

38% Website lead conversion jumped 38% in one year due to a variety of new "optimization" user experience improvements on the site



ORGANIC SEARCH TRAFFIC

49% Organic search traffic to the site exploded by 49%

PHARMACEUTICAL SUPPLY CHAIN SERVICES



42% INCREASE IN LEAD FLOW WHILE SPENDING **22% LESS THAN 2019** a dramatic increase in paid search performance

Increased efficiency in the program **cut another 20%** in cost/lead performance, driving to **63/lead**

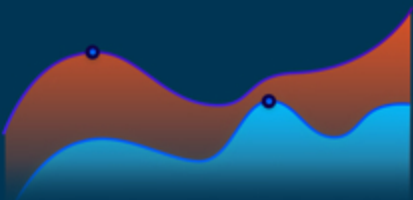


90% IMPROVEMENT over prior year with organic search visibility score

EQUIPMENT MANUFACTURER

WEBSITE USER EXPERIENCE

A new website **beat two critical goals** for driving the distribution channel



It generated **39%** more "Check Stock" visits than the goal for 2020 along with beating its 2020 goal of Product Selector usage by **114%**



"The team at GGC did an excellent job on our website. **They took the time to get to know our business** allowing us to best position our message to the marketplace. They were **pragmatic without sacrificing creativity** and kept our team on task to complete the project **on time**. We couldn't be more pleased with the result and would highly recommend their team!"

Bobby Kingsbury
Partner
MCM Capital

"The Goldstein Group is a team of highly talented specialists that continuously strive to over deliver. **They have exceeded my expectations for six years** by providing a suite of digital marketing services and branding expertise. If you are seeking agency experience in lead generation, content generation, branding and web development **look no further.**"

Daniela Weiszhar
Director of Marketing
DM Merchandising

Our purpose: We solve the toughest problem known to B2B marketers: drawing a straight ROI line between marketing to sales. We do this by improving the sales & marketing funnel in ways that **drive down the cost of marketing.**

Where can we take you in 2021?