



**Proximity
Marketing**

EXPAND CUSTOMER BASE AND ATTRACT KEY CUSTOMERS

As a fourth-generation family-operated business, CJ Dannemiller has a well-established reputation as a quality popcorn and nut product supplier in Northeast Ohio. With a healthy regional business, CJ Dannemiller looked to expand their brand awareness, and sales, nationally. Proximity Marketing implemented a web marketing program designed to attract new and returning customers.

With strategic content development, search engine optimization, and email marketing, CJ Dannemiller continues to grow their website traffic and sales. The addition of lead capturing forms has provided visitors with more ways to interact with CJ Dannemiller, generating sales opportunities and strengthening customer relationships.

KEY RESULTS

(2018 vs. 2017)

▲ **25%**

Increase in Site Traffic

▲ **60%**

Increase in Revenue

