



**Proximity
Marketing**

GAIN MARKETSHARE WITH HIGH BRAND VISIBILITY

As an established labor leasing firm, Construction Labor Contractors (CLC) had an extensive sales team across 15+ satellite offices. Supported solely by offline marketing and direct sales, CLC realized the business would require a more efficient strategy to fulfill their rapid growth plan. With the help of Proximity Marketing, CLC's website traffic has climbed from 500 to 15,000 monthly visitors over the course of our partnership.

From major website redesigns, to minor optimization tests, our team continues to improve CLC's user experience. An integrated mix of SEO, paid online advertising and content marketing supports CLC's growth strategy, generating leads for each sales office and enabling expansion into new geographic markets.

KEY RESULTS

(2017 vs. 2016)

▲ **44%**

Increase in Organic Traffic

▲ **66%**

Increase in Lead Forms

