

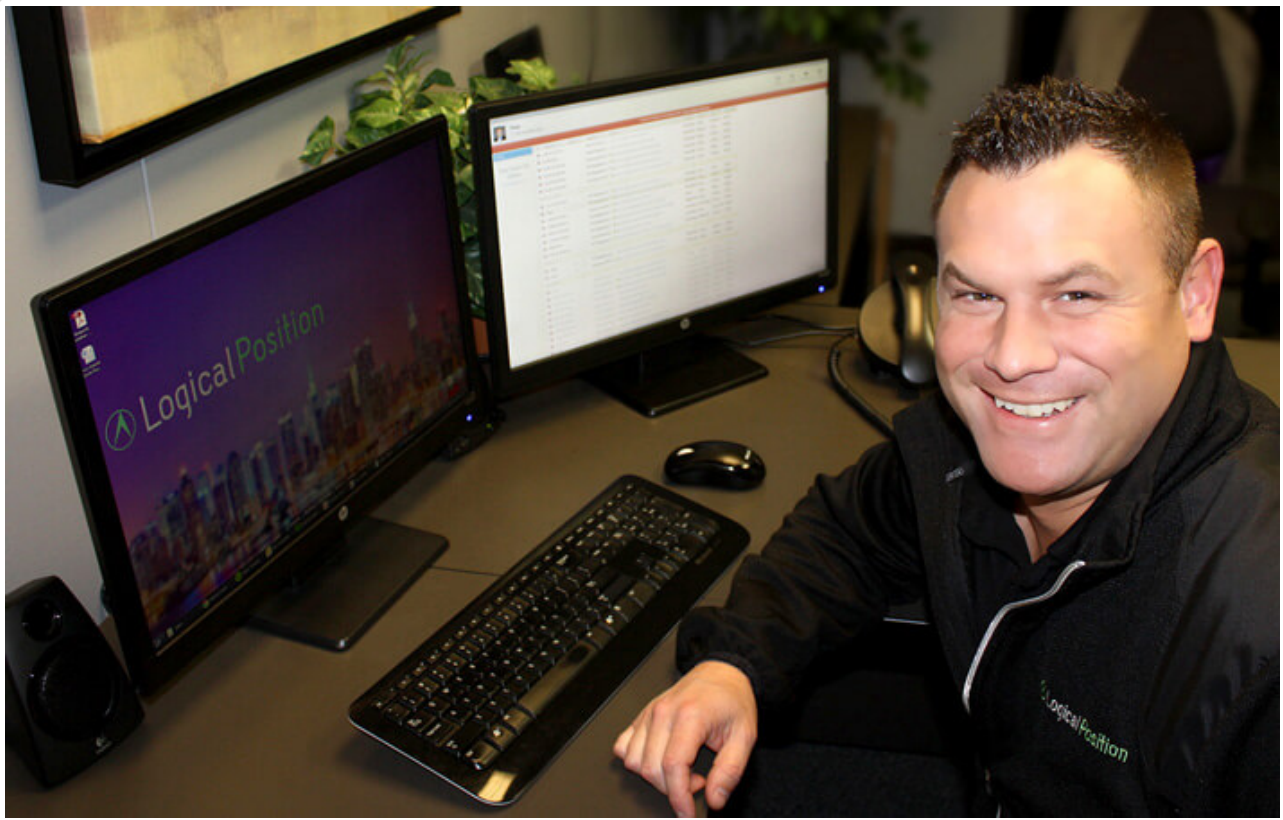
LOGICAL POSITION

Logical Position scores a
30% sales increase with
LiveChat

In the highly competitive world of online marketing, you need all the help you can get to gain new clients. Hundreds of marketing agencies, masters in the art of influencing people, battle over potential clients every day. Logical Position, a major player on the online marketing scene, managed to get ahead using LiveChat to capture new leads.

“We wanted something that would give us an edge in lead capture over our competitors and LiveChat did just that.”

– Tony Palazzo, VP of



Getting your company out there

Logical Position is an online marketing agency from Portland, Oregon. Founded in 2009, the company “cultivates custom Internet marketing campaigns that increase visibility, improve the bottom line and garner results,” Palazzo said. More than 1200 customers use its services to get more bang for the buck when doing AdWords campaigns, making Logical Position one of the biggest Google Partners in the United States. “We are committed to increasing the online revenue and brand strength of our clients through search engine and social media marketing,” Palazzo added.

Overcoming tough competition

To reach potential customers, online marketing agencies spend thousands of dollars on lead generation. According to Palazzo, landing a customer on Logical Position's website costs around \$30. "We are all experts at getting people to websites and getting them to convert online so competition is very stiff," Palazzo said. When facing this kind of competition, you want to make every possible chance count and LiveChat was a way to do that.

Implementation and results

Logical Position implemented LiveChat on www.logicalposition.com to offer immediate help for clients who are looking at their site along with 10 other competitor sites, Palazzo stated. "Our expectations were for live chat to help increase our leads by a little and had no idea that would revolutionize the way we capture leads," he added.

Logical Position's agents use both desktop and mobile apps to chat with potential customers. The [iOS](#) and [Android](#) LiveChat apps allow them to "always be inches away from leads at all times," Palazzo said. "You have no idea the impression that it makes on someone when it's late at night and the auto message pops up and says 'Hi, what can I help you with?' and you're there to answer a couple quick questions and schedule a call for the morning," he noted. "At 10pm at night, while we're watching TV and relaxing, we can be sending quick chats to people on the site," Palazzo added.

The implementation turned out to be a big hit. As stated by Palazzo, clients are always very pleased that they can use chat to contact Logical Position's

agents, just as if “they were expecting a chat system with automated responses.”

The numbers also speak for themselves – since installing LiveChat, the inbound leads Logical Position receives increased by 150%, while inbound sales went up by a 30-40% margin, which is far more than Logical Position initially expected.



About

Logical Position is a leading online marketing agency from Oregon. With over 1200 clients, they are one of the biggest Google Partners in the United States. Experts in PPC management, they will get your company out there without fail.

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Website

www.logicalposition.com/

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R E S O U R C E S



S U P P O R T



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L E G A L



F O L L O W U S O N S O C I A L



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