




REINFORCE INDUSTRY AUTHORITY AND INCREASE RELEVANT SALES LEADS

As a well-established induction heat treating service provider, Zion Industries' growth and success hinged on outside sales and word-of-mouth referrals. But as next-gen buyers and engineers began looking online for new partners, Zion turned to Proximity Marketing to develop a website and marketing plan that would showcase the business's specialized expertise and capabilities.

From blog articles to on-site tools and downloadable guides – Proximity Marketing developed content supporting Zion's long-standing industry authority. Search, email and social media marketing strategies were implemented to increase Zion's online visibility and generate qualified sales leads.

KEY RESULTS
(2018 vs. 2017)

 **52%**
Increase in Site Traffic

 **14%**
Increase in Lead Forms