



**\$15M**  
in sales in 2018 grew to  
**\$18M**  
in sales in 2019  
when we first started  
working (and winning)  
together.

In 2021, we helped them  
reach a record-breaking  
**\$28M**  
in sales.  
In 2022, we achieved  
another record-breaking  
milestone by helping  
them close  
**\$36M**  
in that year's sales

## The Problem:

Bradford Systems is a nationwide business storage equipment supplier that was looking to increase leads and sales for their sales team's pipeline. They had relied solely on manufacturer-provided leads and had little to no activity in online marketing initiatives, which they saw as their biggest missed opportunity. This insight was the main factor for bringing in WGA to help launch their online presence and drive online leads.

## The Solution:

We knew we needed to establish every channel of digital marketing that was absent at the moment, including a conversion-optimized website, a strong online advertising course of action, an informative email newsletter strategy, and more activity on social media channels. Moreover, since they had a strong sales team available to work more leads, we planned on getting them more support and materials from the marketing side in order to help them close more deals.

## The Win:

By crafting an all-encompassing marketing plan for Bradford Systems that began with improvements to new brand materials, which strengthened the existing sales process, including sales sheets, presentations, website page updates, and sales email templates. Then, we optimized every digital marketing funnel available and found success with a newly established monthly email newsletter strategy, a diverse Google Ads campaign strategy that drove leads for every product in their catalog (and continues to do so), a 308% increase to their social media audience by focusing on original blog content and team installations, and an SEO strategy that achieved page 1 Google ranking for big-volume relevant keywords for each of their products.