



CASE STUDY

**MERGERS & ACQUISITIONS MARKETING
STRATEGY HELPS INCREASE NUMBER OF
TOTAL DEALS BY 50%**



About The Company

This Mergers & Acquisitions company is committed to helping business owners maximize the value of their life's work when it comes time to sell. They specialize in guiding owners of small to mid-sized businesses, typically valued between \$3 million and \$100 million, through the complexities of a sale. Unlike local brokers who may lack the reach and connections, this company brings the sophistication and expertise of a top-tier investment bank to businesses that are often too small to attract attention from major institutions.

Their team has deep industry knowledge and extensive relationships with buyers, which allows them to run a competitive process that secures the best outcomes for their clients. Whether a business owner is ready to sell immediately or planning strategically for the future, they offer comprehensive services to position the business effectively in the market. They serve a wide range of industries, understanding the unique challenges and opportunities each one presents.

Their Marketing Challenge

The company faced significant challenges in their marketing efforts. They had been relying on a scattering of experts, each handling different aspects of their marketing, which resulted in a lack of cohesion and consistent strategy. As a result, they were struggling to generate quality online leads. Their website was not optimized for lead conversion and failed to effectively tell their story. Recognizing these issues, they needed a comprehensive marketing strategic roadmap to streamline their efforts and significantly boost the number of monthly leads.

Overall Goals

- Develop a Cohesive Marketing Strategy
- Increase the Quality of Online Leads
- Optimize the Website for Lead Conversion
- Create a Strategic Marketing Roadmap

Primary Tactics

- Full inbound marketing campaign
- Downloadable education guides
- Launch YouTube presence, including podcast
- PPC
- SEO
- Social Media Marketing
- Industry-wide survey

8-MONTH RESULTS

Lead Generation

- Helped drive a 50% increase in the number of total deals
- Minimum of 40 Qualified Leads Per Month



Website

- **104%** increase in user engagement
- **66%** increase in website sessions
- **62%** increase in total users
- **40%** increase in website views
- Improved site click-through rate from **3% to 10.5%**
- Improved the overall average position on Google from **26 to 13**



Social Media Presence

- **751%** increase in clicks on LinkedIn
- **494%** increase in impressions on LinkedIn
- **651%** increased in total reach on Facebook
- Generated **70 hours** of watch time on YouTube



Search Results

Jumped
96 spots

on Google for "Sell
Garage Door
Company"

Jumped
88 spots

on Google for "Sell
Electrical Company"

Jumped
88 spots

on Google for "Sell
HVAC Company"

Jumped
50 spots

on Google for "Sell
Landscaping
Company"

Jumped
38 spots

on Google for "Sell
Plumbing
Company"

Jumped
35 spots

on Google for "Sell
Pool Company"

Jumped
29 spots

on Google for "Sell
Pool Service
Company"

Jumped
10 spots

on Google for "Sell
Roofing Company"

LET'S WORK TOGETHER

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About Ellington Digital

Ellington Digital is a full-service marketing agency offering digital marketing strategy, graphic design, web development, SEO, advertising, social media marketing, copywriting, and public relations to businesses. We specialize in working with senior living communities to develop and execute marketing plans that fit their needs and budgets to market more effectively and drive the results they need.

Ellington Digital's mission is to bring effective, quality branding and marketing to entrepreneurs, small- and mid-size businesses. Our goal is to maximize our clients' marketing dollars while maintaining and upholding our core values: integrity, passion, excellence, compassion, and community.

