



## Client

With more than fifty years of experience in the roofing industry, Lianro Metal Roofs, Inc., desires to serve their customers' needs, build relationships, and improve lives. Lianro has an unmatched reputation based on integrity, honesty, and superior workmanship, servicing Kansas, Northern Oklahoma, and Colorado.

## Need

With the economy in flux and the nature of marketing changing rapidly, Lianro has found itself in the same predicament as many other businesses. In the past few years, businesses have seen a huge shift in consumer behavior from traditional marketing and advertising platforms to digital mediums. Trying to stick to what has worked in the past, Lianro continued promoting their brand through those traditional models that have become irrelevant to consumers. After realizing they needed a complete overhaul in marketing strategy, Lianro contracted Global Seven to remake their marketing efforts to reflect new technology and platforms.

"We have been stunned by the dramatic increase in traffic to our website. Having struggled with marketing issues for so long, it was a breath of fresh air to finally work with an organization that knew the right way to target our ideal client."

— Denise Wilken,  
Lianro Metal Roofs, Inc.

## Solution

Lianro hired Global Seven Agency to design and develop a content-rich website while also designing and implementing a strategic inbound marketing and SEO game plan that could be tracked with achievable and measurable metrics. The goal of this game plan was to engage customers on their own terms and drive inbound traffic and leads to the Lianro site. Global Seven's experts stepped in and began with a complete website overhaul that included layout and functional design, focusing specifically on the user experience. The core foundations of the site were useful informative content, engaging "calls to action," social media integration, testimonials, compelling imagery, and optimized video. After designing a world-class website, Global Seven's marketing experts came in and began creating a highly targeted campaign that focused on getting Lianro noticed in a sea of competitors. This was done through strategic content production, consistent social media engagement, back-linking, and other proprietary SEO tactics.

## Results

Within two months, lianro.com saw a 120 percent increase in website traffic. Average time on the site more than doubled. Social media engagement and Lianro's contact base grew dramatically in that time as well. Twitter followers went from 0 to 169, Facebook likes grew from 19 to just over 300. Sales increased dramatically and Lianro had a new challenge: actually closing all the new sales leads.

