

SUNBELT ATLANTA BUSINESS BROKERS

See how SmithDigital help Sunbelt Atlanta Business Brokers become the fastest growing business brokers in the Southeast.



AT A GLANCE

Challenges

- Limited online visibility
- Limited brand recognition
- Lumpy revenue made it hard to forecast business performance.

Benefits

- Increased company value
- Predictable revenue
- Increase in brand awareness

OBJECTIVES

Sunbelt Atlanta Business Brokers was looking for help growing its online web presence to drive brand awareness and ultimately leads (business listings). After several Google updates their current approach to digital marketing and SEO was not providing the fruit it once did. In addition, Sunbelt Atlanta wanted help transitioning their legacy website and CRM to a modern integrated CRM and CMS. Furthermore, that wanted to work with a digital marketing agency that had a proven track record. They had worked with previous "SEO experts" with little results.

SOLUTIONS

SmithDigital proposed a combination of strategies including SEO, inbound marketing and Google Ads. The solution was powered by HubSpot CMS Pro and HubSpot Sales Hub. SmithDigital also provided new webpages, landing pages and blogs to help with keyword acquisition and rankings, conversion rate optimization and revamped its sales forecasting tools complete with robust reports and dashboards of deal flow velocity.

BENEFITS

Increased Web Traffic

Sunbelt Atlanta was able to rank for highly desirable keywords in its local market and nationally driving a substantial increase in organic web sessions month over month.

More Lead Conversion

Sunbelt Atlanta is able to be highly selective about the types of deals it wants to pursue which increases their success rate and firm profitability.

More Business Listings

Sunbelt Atlanta not only sees more organic traffic and qualified leads but they were also able to promote more business listings and add additional deal makers to the team.

Predictable Revenue

With the growth of traffic, leads and deals, revenue has grown and stabilized making it easier to forecast future business growth for years to come.



"For anyone looking to take their business brokerage to the next level, I recommend working with Smith Digital..."

Julia Mentore

Manager, Sunbelt Atlanta