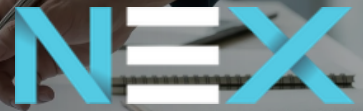




CASE STUDY

HOW NEX BUILT SEARCH VISIBILITY AND PIPELINE GROWTH WITH AN INTEGRATED REVENUE STRATEGY



THE CHALLENGE

NEX had limited online visibility and minimal organic search presence despite operating in a highly competitive industry. The company's existing website provided little support for long-term search growth, lead generation, or demand creation.

In addition to improving search visibility, NEX needed a scalable strategy for generating qualified sales opportunities and building a predictable pipeline. The company wanted to strengthen both inbound and outbound channels while creating better alignment between marketing, prospecting, and sales activities.

01 Low Online Visibility

02 Inconsistent Lead Flow

03 Inefficient Marketing System

THE SOLUTION

SmithDigital partnered with NEX to implement a comprehensive growth strategy focused on search visibility, authority building, lead generation, and pipeline development.

The engagement included a website redesign, ongoing SEO content development, guest posting and backlink acquisition, HubSpot optimization, buyer-intent targeting, and outbound prospecting initiatives. SmithDigital also deployed dedicated business development resources and sales technology designed to identify in-market buyers and convert interest into sales conversations.

By combining inbound marketing with outbound prospecting, NEX was able to build a more scalable revenue generation system while improving visibility across search engines and AI-driven research platforms.

"SmithDigital has become a true extension of our team. What started as a website redesign evolved into a much broader growth partnership that helped us improve our online visibility, strengthen our brand, generate inbound opportunities, and build a more consistent sales pipeline. From SEO and content marketing to HubSpot optimization and outsourced BDR services, the SmithDigital team has consistently delivered high-quality work and been incredibly responsive along the way. Their ability to combine strategy with execution has made a meaningful impact on our business."

- Sophie A. | NEX

THE RESULTS



Significant Increase in Leads

A steady flow of qualified inbound leads from organic search and paid campaigns.



Improved Search Visibility

Top rankings for high-intent keywords in competitive markets.



Higher Conversion Rates

Optimized landing pages and workflows converted more visitors into clients.



Streamlined Marketing Operations

Automation and CRM integration saved time and improved efficiency.



Strong Brand Authority

Consistent content and SEO efforts established NEX as a trusted industry leader.

KEY TAKEAWAYS

- ✓ A strong SEO strategy increases visibility and attracts quality traffic.
- ✓ Inbound marketing and automation create consistent and scalable lead flow.
- ✓ Marketing automation saves time, improves efficiency, and boosts conversions.
- ✓ Data-driven optimization ensures better results and long-term growth.