



LITTLE'S BIG IMPACT: An Inbound Marketing Success Story

SQUARE 2 MARKETING POWERS JOHN DEERE
EQUIPMENT DISTRIBUTOR





Little's is southeastern Pennsylvania's premier John Deere dealer, providing licensed equipment for both commercial and residential customers. With four locations, Little's is a prime player in a regional niche market with a heavy demand, and the company is looking to make a big impact by leveraging inbound marketing to further dominate its region.

Little's web presence was seriously outdated and lacking any real lead-generating power. Even worse, for both current customers and prospects, the Little's website was cumbersome and difficult to use. Based on the large size of the products-based website, it was estimated that launching the full, brand-new site could take six months. In the meantime, Little's marketing wasn't producing measurable results, and website lead generation remained at a standstill.

Little's partnered with Square 2 Marketing to develop a comprehensive marketing strategy, with a priority focus on transforming its website into an inbound marketing machine.



A Results-Based Approach To Inbound Marketing

The Square 2 Marketing team applied an Agile, phased rollout approach to Little's inbound marketing engagement and to the website project. The team dove into developing a strategy while concurrently writing, designing and building a launchpad site.

The team built out three target personas and launched user experience research and testing for each persona group as the website concept was planned. This research was incorporated as the delivery team created and implemented new messaging, a design overhaul for the website and three optimized bottom-of-the-funnel offers for each of Little's new target personas. The conversion-based landing pages were built and deployed quickly on HubSpot, along with corresponding trackable CTA buttons to drive traffic to the new offers from elsewhere on the site.

Simultaneously, a local SEO strategy was designed and executed to propel Little's organic website performance, immediately improving search traffic and leads. The technical SEO data for Little's four locations was coordinated and synced across major search directories and social media profiles, including new Google My Business pages set up for each Little's location. Separate, search-optimized location pages were added within the launchpad site to fuel its traffic potential, coupled with a streamlined

user experience implemented on these key pages.

The Phase I launch was to be delivered within three months. Each month afterward, pages would be added to the site on an ongoing, incremental basis, ranked in priority order based on impact, potential and effort evaluated for each website page.

Little's Big Results

The Phase I launch was completed in less than 60 days. Using an Agile, priorities-based approach to inbound marketing made the team increasingly efficient, and the focus could quickly turn to optimization and fueling results.

Little's has seen a big impact in a short amount of time.



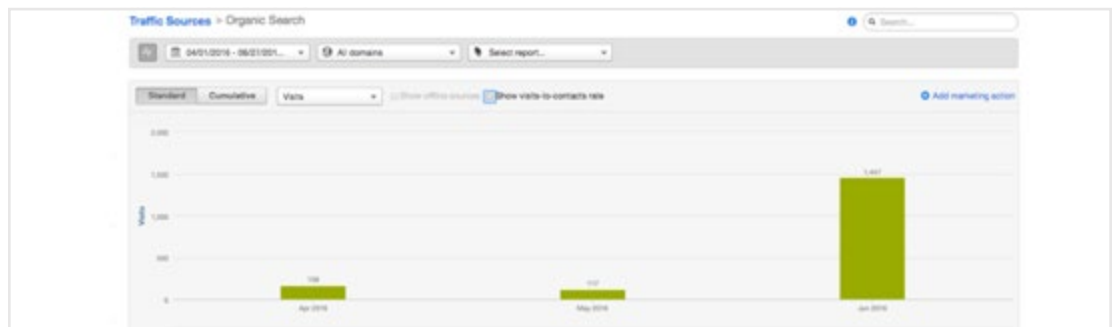
The Little's website used to average 56 total visits per day, with only three visits coming in from organic search. Within 24 hours of launching the Phase I site, it had 301 total visits and 181 organic visits.



Since then, visits are up 80% and leads are pouring in, with 12 qualified, bottom-of-the-funnel offers submitted within the first week of launch.

Organic traffic also is pouring in, with over 1,400 keyword-based searches sending visitors Little's way. HubSpot's Keyword Grader reports Little's is now ranking in the top three search results for 40 of its target keywords, and 85 keywords rank in the top 10 search results.

Organic traffic and keyword performance from start of the Square 2 Marketing engagement through June 27, 2016.



The Little family has owned and operated its business for 70 years. The current owners are third-generation employees, and they realized that their marketing needed a major upgrade to take their business to the next level. Dave Little (one of the co-owners), his family and his team could not be more pleased. He writes:

"Square 2 Marketing has provided the knowledge and follow-through to allow Little's to take our company to the next level with a new professional website and inbound marketing strategy, making our goals for our future in the Philadelphia market area a reality. The development of the website was made easy, with Square 2 making the changes and updates for us as the website developed and we changed our ideas and vision. The website will set us ahead of our competition."

Speak with an experienced inbound marketing expert to assess your marketing program and learn about improvements that generate substantial results.

» Schedule My Free 30-Minute Marketing Assessment



Little's

Great Equipment. Greater Satisfaction.

Little's is southeastern Pennsylvania's premier John Deere dealer. Little's proudly carries a full line of John Deere products, and, as a certified John Deere dealership and partner, they offer the brand's extensive warranties and special financing for residential and commercial buyers. From their four John Deere dealer locations, serving Montgomery, Bucks, Delaware, Berks and Philadelphia counties in southeastern Pennsylvania, Little's main goal is helping customers find the equipment they need to get the job done right and helping them keep that equipment running for years to come. Learn more about Little's by visiting their website at www.relittle.com.



Square 2 Marketing is a full-service inbound marketing agency designed to do one thing: get our clients results. We offer marketing strategy along with inbound marketing techniques including website design, SEO, social media marketing, content marketing, email marketing and other digital marketing tactics. These tactics help our clients get found, get leads and close deals. We take a scientific approach to help clients exceed their marketing and revenue goals. With an international client base, we help clients in all industries, but offer specialized expertise in technology, software, professional services, manufacturing, distribution, healthcare, business services and financial services. For more information on Square 2 Marketing, visit www.square2marketing.com.