

How Optamark Digital Boost Red Bridge Sales up 20%



COMPANY INTRODUCTION

Red Bridge specializes in Corporate Apparel and Promotional Products. It has been around for over 11 years. They have been providing top-quality products from brand-name manufacturers worldwide, ranging from bags and golf towels to high-end polo shirts, t-shirts, jackets, fleece, outerwear, and special request products of various kinds. They offer all types of promotional products. Incentives, Gifts, Awards, Teams, Uniforms, Giveaways, Promotions, Advertising, and Employee Recognition to name a few.

Their quick turnaround time, excellent design production, and overall quality of the finished merchandise make them a top choice for companies of all sizes.



THE PROBLEM

As the competition increased, so did their customer base, which made it difficult for them to keep up with the demand. They were also losing sales due to competitors offering similar products and services at lower prices than theirs because they did not have a proper digital marketing strategy in place.



THE SOLUTION

After signing up with Optamark Digital Services, Red Bridge got the help they needed to grow their business with our Lead Generation Services. We started by collecting valuable information on what their customers wanted and needed.

Optamark Digital created a Lead Generation campaign that would reach the customers Red Bridge wanted to attract. LinkedIn lead nurturing is a key part of our Lead Generation service. We created a lead nurturing program for Red Bridge that allowed them to nurture leads for those leads to become customers. This is important because it helps build trust with potential clients and gives them the feeling that Red Bridge cares about their needs.



THE RESULTS

Optamark Digital leveraged its customer data by creating targeted lead-generation strategies based on its ideal customer profile. As a result, this helped them increase their sales by up to 20% and continuously exceed this figure yearly.



CLIENT TESTIMONIALS

Neel and his team have been great to work with. We have seen almost 20-1 ROI in terms of generated revenue through these campaigns. -Nik

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