



INDUSTRY

Lighting Manufacturer

SERVICES PROVIDED

Content, PPC, SEO

20% of the new leads we're getting monthly can be traced back to the work they're doing. Directive has impressed me by how good they are with different tactics for communicating with our Chinese side.

Tom Ni

MARKETING MANAGER

CLIENT

ATG is a manufacturer of LED lighting, working with distributors and contractors. Founded in 2001 by a group of visionary engineers in California, ATG is one of the most recognized brands in the world for retrofitting conventional lights with LEDs. They pride themselves on delivering great value to their customers, helping save energy, and protecting the environment.

01

Marketing Goals

ATG began its partnership with us in search for more viable leads. However, as they have grown, our relationship has become more integral as ATG realized that – as a company and a business – what they needed was more online content and a stronger online presence. They were impressed with how persistent Directive has been and how consistent they are with handling new opportunities and new problems.

02

Directive Approach

We identified and optimized their core pages to target their most profitable queries. In addition, we built up their page authority via targeted outreach and manual link building. By strengthening their user experience to be more conversion centric, we improved their conversion rate and better monetized existing traffic. We optimized existing campaigns by taking a thorough audit of their pipeline. From that audit, we identified what their top prospects desired and rewrote our content to better align with their target market's needs.

03

Results

200%

INCREASE IN LEADS

40%

INCREASE IN
ORGANIC TRAFFIC

160%

INCREASE IN
WEBSITE FORMS