

Foremost Medical Equipment (FME) is primarily an eCommerce business that provides new and recertified equipment, devices and supplies to the international medical community.

FME knew they were not succeeding at the level they wanted in AdWords, PPC [Pay-Per-Click], and Organic SEO [Search Engine Optimization]. They also knew their website had purchase flow challenges. FME needed an agency that could shine some light on their digital footprint and provide strategic consultation. Previous firms they worked with just didn't have a good understanding of their business, and FME was wasting money.

PBJ's Ongoing Strategy

Talking almost everyday in the beginning, we started with a comprehensive under-the-hood audit and assessment of all three target areas (PPC, SEO, Website). The client had no idea what was coming, but boy were they appreciative. We identified multiple "red flags" the brand needed to be concerned about. We then put forth an immediate action plan along with a long-term growth strategy to address those red flags and begin optimizing.

Within the first 30 days, we performed extensive work on the website so it was SEO Friendly by renaming product photos and descriptions, improving on search filters, and working on the overall User Interface and Experience especially with how customers interacted with the cart.

Today, PBJ Marketing's dedicated digital marketing team manages ongoing PPC, AdWords, and SEO campaigns by identifying areas for improvement and accelerating success rates across the board each month.

Through close client collaboration and our up-to-date, ever-evolving digital strategies, **online revenue has achieved its highest value in company history.** Our team's comprehensive approach and ability to implement immediate changes continue to promote a fruitful partnership.

We consider part of the FME family because we now know everything about their products. We know where they want to spend, how they want to spend, and we take into consideration their high-profit margin products. We have taken a comprehensive approach to how we're spending their money and ensuring the brand is getting the biggest bang for their buck!

Key Highlights from 2017!



24,955,496

81.22%

ORGANIC SESSIONS



60%

**Revenue
Increase**

ONLINE REVENUE



Record High

**Online
Sales**

MONTH OVER MONTH

Feedback Straight from the Client...

✕ What evidence can you share that demonstrates the impact of the engagement?

We've seen the biggest impact in AdWords and PPC. They've done a phenomenal job. We consider them part of our company. We just got the SEO started. In terms of PPC, we've had our highest revenue month ever as a company online, so to us that's a huge indicator. We've seen our transactions become higher in revenue dollars, and we're spending less for them.

Before PBJ, we had a lot of transactions, but the return on the ad spend was much smaller. Now, we're getting big-ticket, high-dollar items coming through online, so that's really something that we care about. With our website, sometimes people just come in for information because they want to get a quote or they need pricing or something. We've seen an uptick in high-ticket items being requested for quotes. We know that we are seeing fantastic results based on our history as a company.

± How does PBJ perform from a project management standpoint?

± What do you find most impressive about them?