

# Midwest Inbound Marketing

– Case Study –

## Overview

Midwest Marketing developed a new strategy to promote their business through Inbound Marketing and ultimately becoming South Dakota's first Certified Inbound Marketing Agency.



## Approach

With the fact that over 89% of consumers research products online before a purchase, this was important. Through the use of blogs, social media, SEO, landing pages and email campaigns, we produced great results in just a few short months.

89%

## Results

200%

increase in month-to-month website visitors

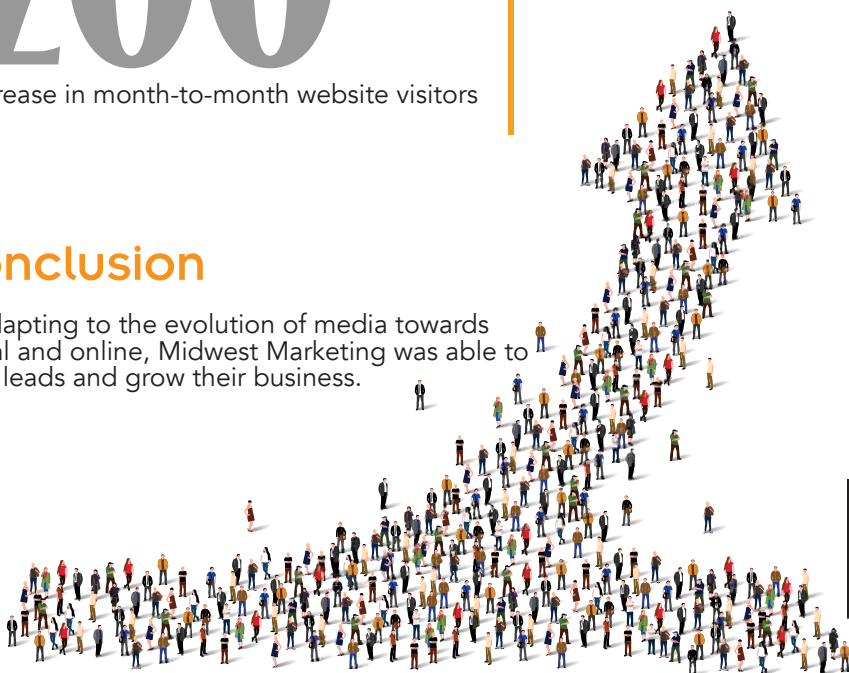
- Access to prospects, including visitors, pages viewed, and place visiting from
- 218 form submissions and 72 leads

62%

lower cost per lead

## Conclusion

By adapting to the evolution of media towards digital and online, Midwest Marketing was able to grow leads and grow their business.



**MIDWEST**  
MARKETING, LLC

125 Main St, Rapid City | 605.716.5666 | [MidwestMarketingLLC.com](http://MidwestMarketingLLC.com)

- [midwest-marketing-llc](http://midwest-marketing-llc)
- [midwestmarketingllc](http://midwestmarketingllc)
- [MidwestMarketingLLC](http://MidwestMarketingLLC)
- [midwestmarketingllc.com/blog/](http://midwestmarketingllc.com/blog/)
- [MidwestMarketingSD](http://MidwestMarketingSD)
- [midwestmarketingllc.com/home/podcast/](http://midwestmarketingllc.com/home/podcast/)

**LET'S WORK TOGETHER**

**Dawn Claymore**  
President/CEO  
[dawn@mwmsd.com](mailto:dawn@mwmsd.com)  
605.716.5666

