

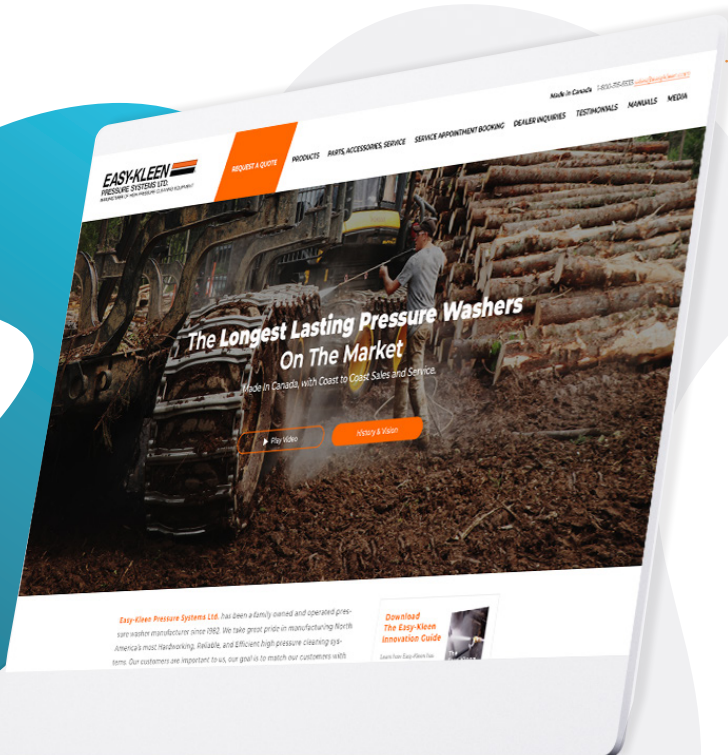
# WE'RE FOCUSED ON RESULTS.

## OVERVIEW

**EASY-KLEEN**   
PRESSURE SYSTEMS LTD.  
MANUFACTURER OF HIGH PRESSURE CLEANING EQUIPMENT

By creating a digital marketing strategy that included managing paid marketing campaigns and organic search engine optimization, we helped this once small business grow into one of the largest manufacturing companies in Canada.

*We did this by increasing qualified traffic and developing in-house strategies to streamline their sales processes.*



**+220%**  
MORE DIGITAL  
MARKETING LEADS



**+62%**  
TRAFFIC  
INCREASE

## BACKGROUND

The life of a manufacturing company isn't easy. With so much work put into creating a world class product, it doesn't matter without effective marketing to let people know the product exists. With a wide range of competitors it can be easy for consumers to be unsure of where to buy.

Easy Kleen Pressure Washers is a perfect example of an innovative company that needed to scale their marketing strategy to grow the business. The company turned to ICS initially for help with their website after having a bad experience with a previous agency. Since working with ICS we have not only created a digital strategy for them but we have helped generate thousands of qualified leads each year which has helped their profits increase.

*“Without ICS I would be very lost on not only our website but also HubSpot, Google ads, landing pages, and much more. The team at ICS is always able to quickly fix my spur of the moment issues and provide solutions & results very quickly and professionally.”*

—Callie Tracy

Marketing, Easy Kleen  
Pressure Washers

## **THE PROBLEM**

Easy Kleen Pressure Washers has a great product but wasn't getting the marketing support they needed to grow the company. The company spent countless hours putting themselves in the shoes of the consumer to understand any problems they might have. Easy Kleen then developed the solutions to those problems. After identifying and solving each challenge, their improved product was there to tell the story, laying the foundation for a variety of social, web and digital assets.

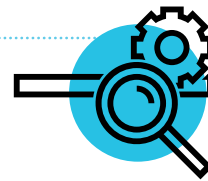
Another significant challenge Easy Kleen faced on the marketing front was that, like most manufacturing companies their staff is focused on product development and business operations, they didn't have a large marketing team. Before ICS came on board, Easy Kleen worked with other marketing agencies and received poor service and results, at the time they were a small fish in a big pond to their previous agency of choice.

## **OUR SOLUTION**

We were brought in to evaluate the previous agencies groundwork to find how we could increase lead generation and develop an ongoing strategy. Guided by co-owner Zack Spear, we began our work in December of 2015 and never looked back. We first started with their website and did a complete overhaul based on their buyer personas at the time. A few years passed and additional websites were created for distributors and sister companies.

With a consistent pay-per-click campaign we have not only seen their traffic skyrocket over 200% but Easy Kleen started to be in complete control on how fast they wanted to grow with the steady flow of leads coming in each month.

Today ICS works closely with ownership on the company's digital strategy and is always evolving and upgrading their digital assets to keep them in front of mind when thinking of Pressure Washers.



**Search Engine Optimization**



**Website Development**



**Pay Per Click Ads**



**HubSpot Integration**

## **HOW CAN WE HELP GROW YOUR BUSINESS?**



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