

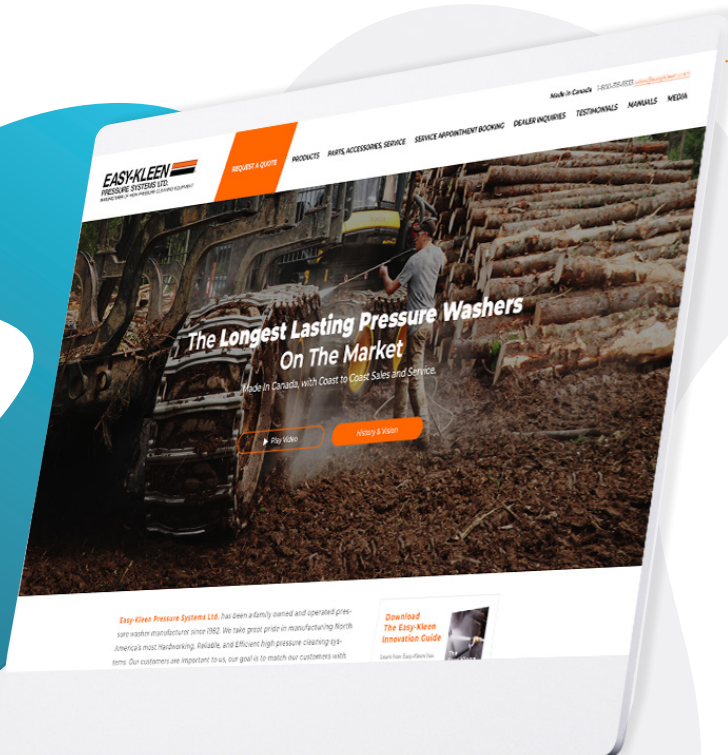
WE'RE FOCUSED ON RESULTS.

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

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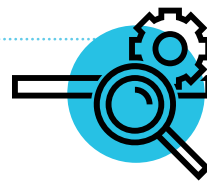
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OUR SOLUTION

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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