

# Industrial Repair Company Uses Social Media to Drive Traffic

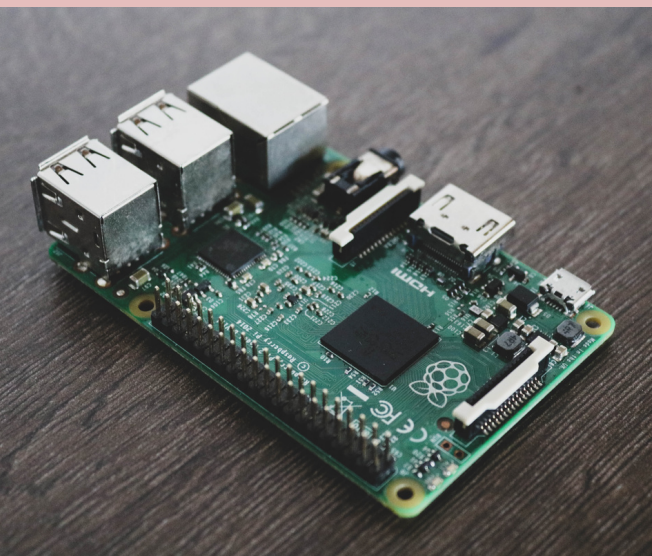
How one B2B company was able to drive traffic to their website using social media and SEO



## Snapshot

Industry  
Location  
Website

**Industrial Repair**  
**Baltimore, MD**  
**acsindustrial.com**



## Overview

ACS Industrial Services is an industrial electronic and automation repair company headquartered in Baltimore, MD.

They approached Pink Dog Digital about a digital marketing campaign in early 2021 that kicked off in April.

## The Challenge

ACS Industrial Services wanted to reach a wider audience and drive traffic to the website.

We began by reviewing their baseline analytics from Google and their existing social media. Since the goal was to increase traffic, we kept track of the following metrics:

- Social media traffic to site
- Organic traffic to site
- Blog traffic

## The Tools & Resources

Pink Dog Digital optimized their social media profiles and conducted extensive keyword research for blog and page topics to improve SEO.

## The Solution

The Pink Dog Digital team began posting daily to strategic social media platforms and included interesting facts about manufacturing as well as stories from their plant floor. Additionally, we published weekly tactical blog articles

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*Pink Dog Digital was a knowledgeable, flexible team player right out of the gate. Gina and her team really listened to what we wanted and have helped ACS achieve our brand awareness and growth goals*

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*Ellen Breidenbaugh,  
President & CEO  
ACS Industrial Services*

## What's Next

- Increase frequency of video posting
- Continue to post relevant blogs
- Add relevant pages for items they repair



## The Result

**+131%**

visits to site from linkedin

**+24%**

organic web traffic

**+57%**

blog traffic

## Conclusion

Consistent posting on social media and to the blog significantly increased traffic to the website, providing more opportunities for conversions as well as increasing the size of the client's audience.

Additionally, focusing on the most consequential social media platforms for the industry (specifically LinkedIn) provides tremendous results.

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