

# CASE STUDY

## DIGITAL MARKETING



CLIENT: Stewart Lighting  
INDUSTRY: Lighting and Home Decor  
TENURE: 9+ Months with National Positions

Stewart Lighting is a Jacksonville, Florida based retailer that provides lighting and home accessories, as well as in-field consultations with their expert staff to help consumers, builders, and renovators determine and install the right lighting solutions for any project.

### CHALLENGE

Stewart Lighting was struggling to get the online visibility they needed to drive qualified traffic to their site and attract new customers in their area. The company struggled with both lead generation and lead nurturing, due to their lack of organic exposure or engagement online.

### STRATEGY

National Positions conducted detailed site analysis and created and implemented a strategic onsite optimization campaign including keyword-rich meta content, technical SEO fixes, and linking to improve their rankings and drive qualified traffic back to their site. We also created custom social media, content, and email marketing campaigns designed to increase sales and capture the attention of big name contractors in the industry.

### RESULTS

With their newfound visibility and the launch of an email marketing campaign, Stewart Lighting saw an immediate spike in sales, attracted the attention-and business-of big name contractors in their industry, and were driving so much new business that they were able to **increase their staff by 20%**.

**125%**  
increase in traffic

**1<sup>ST</sup> page rankings**  
for top keywords

