

ACS

Founded in 2001 by brothers Michael and Scott Proffitt, Atlanta-based product safety firm Advanced Compliance Solutions basks in all the earmarks of a knowledge leader.

NEW MEDIA CAMPAIGN INCREASES SALES, WARRANTS MEDIA ATTENTION

LEADING THE INDUSTRY

ACS now has a fantastic word-of-mouth referral rate, a motivated team of highly qualified engineers and product safety experts, state-of-the-art product testing equipment and a commitment to constantly reinventing their industry with better people and better technology.

RESULTS

After their engagement with Write2Market, ACS

- enjoys a 400 percent jump in qualified new leads.
- has a 300 percent increase in media attention, including national attention from CNBC and confirmed feature articles in four of the six national trade journals in their industry.
- has better national sales traction and recognition, including closed sales with new Fortune 500 prospects.
- has significant new closed sales thanks to integrated campaign.

MAIN OBJECTIVE

- Wake up the decision makers that don't know about ACS.

PROBLEM

Nobody knows what we've done.

We have to share our knowledge.

Why do our competitors get more press?

THE TRIPLE-A INDUSTRY LEADERSHIP METHODOLOGY

Send out case studies regularly and often and use them as the backbone of proactive conversations with editors and journalists.

White papers share and promote knowledge leadership in a systematic, portable, reproduce-able way. Put them online behind a registered download to build your qualified database of prospects.

Backed by case studies and white papers, press releases and active media outreach turned up the volume on message from ACS.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

404.419.6677
WRITE2MARKET.COM