

CASE STUDY

BODINE ELECTRIC

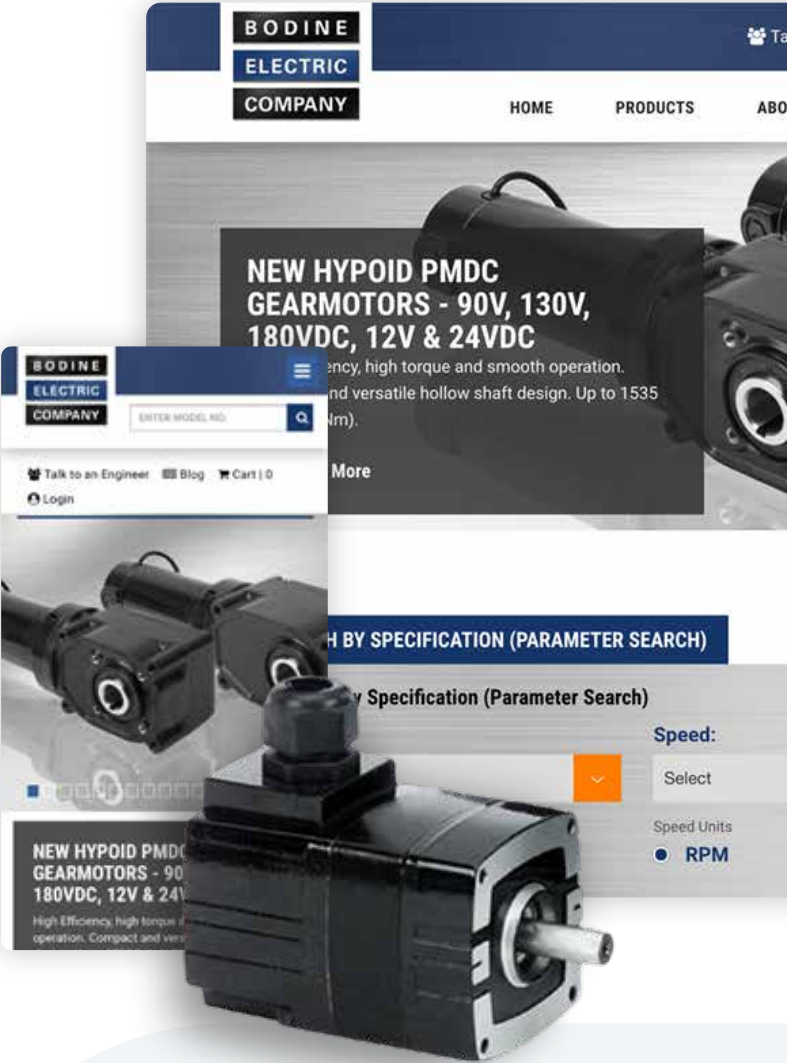
The commanding exposure of an enhanced website & shopping experience has increased sales for the pioneers in the electric motor industry.

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You may not have heard of Bodine Electric, but as the world’s largest producer of electric gearmotors, you have almost certainly used their products. For over a century, Bodine has been the pioneers of the electric motor industry, creating the literal driving force behind jukeboxes, atom smashers, and everything in between.

In the late 1950s, they supplied the motor for what would become the first Xerox machine, and today they are working on a variety of cutting-edge products that will power the tools and robots of the future.



Challenges

- ✔ Compete with larger multinational companies entering the market.
- ✔ Build market awareness for the quality and capabilities of the products offered by Bodine.
- ✔ Balance the expansion of direct to customer e-commerce with the existing dealer network.
- ✔ Increase qualified lead generation amongst large-scale buyers.

Key Tools Used

- Sales Enablement
- Website Design
- Content Strategy & Development
- E-Commerce
- Search Engine Optimization
- PPC Advertising



Let's Cut to the results. How did we do?



Website

Our team developed a fresh new website experience that makes it a breeze to navigate the 1300+ item product catalog.



E-Commerce

We developed a custom e-commerce experience that makes buying easy and feeds data in real-time to/from Bodine's proprietary ERP system.

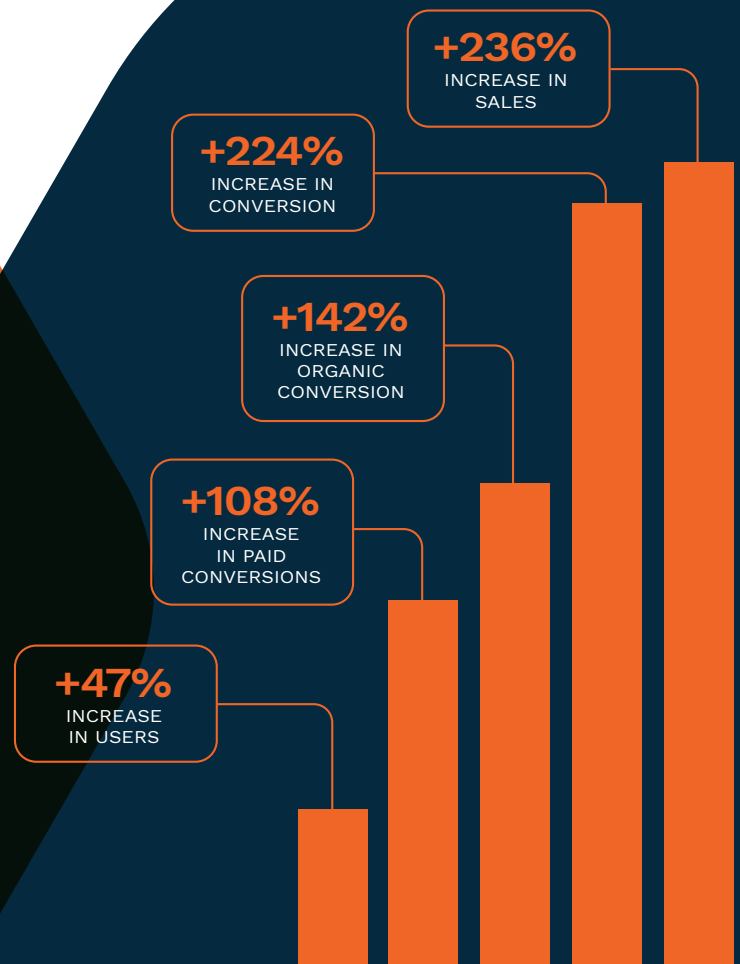


SEO

We developed a data-driven SEO strategy that has propelled Bodine to the top of the search engines for all of their most lucrative product keywords beating out billion-dollar competitors.

The strategic changes implemented by our team have helped to solidify Bodine Electric as the market leader.

With commanding exposure from both a paid and organic standpoint, Bodine has been able to capture significantly more traffic from search engines. With the help of the enhanced website and e-commerce experiences, Bodine has also been able to translate this traffic into sales at rates never seen in its 70+ year history.



Key Search Positions

- #1 globally for gearmotor
- #1 globally for gear motors
- #1 globally for gear motor
- #1 globally for gear-motor
- #1 globally for gearmotors
- #1 globally for right angle gear motors
- #1 globally for DC right angle gear motors
- #2 globally for geared motors
- #3 globally for AC parallel shaft gear motors
- #3 globally for DC parallel shaft gear motors
- #4 globally for AC gearmotors
- #5 globally for DC gearmotors

For Similar Results:

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