



## Background:

Enviro Tech International, a leading supplier in the industrial cleaning solvent space, was grappling with digital stagnation due to inadequate service from their previous digital marketing agency. The company's rich legacy of over twenty years as an industry leader was not mirrored in its online presence, which suffered from poor service, a disjointed social media strategy, and a platform that could not keep pace with regulatory changes.

## Challenges:

Enviro Tech required swift and efficient responses from their agency, which was not provided previously, with response times extending to days or weeks. The company needed clear evidence of the connection between agency execution and tangible results. There was an absence of strategic direction and innovation from the previous agency.

## Website Development:

- Devised a comprehensive website strategy that included customer journey development and content migration.
- Introduced a freshly designed website hosted on a contemporary and widely-supported platform, ensuring long-term sustainability and readiness for future advancements.

## Digital Strategy Implementation:

- Search – Crafted and deployed a comprehensive paid and organic search strategy, continuing to provide ongoing support to maintain and enhance its effectiveness.
- Social Media Thought Leadership – Formulated precise audience targeting initiatives aimed at boosting brand awareness and establishing thought leadership among key decision-makers within various industrial

## Results:

Service and reporting significantly surpassed the benchmarks set by the previous agency. The company successfully doubled leads in two new sectors.

**300%**

Increase in Conversion Rate

**\$35**

Cost per Lead

Baltoro's intervention transformed Enviro Tech's digital strategy into a dynamic, responsive, and results-oriented approach, enabling the company to not only maintain its industry-leading position but also to adapt and thrive in the digital age.