

SIMPLIFIED TOOL CASE STUDY



WHO IS SIMPLIFIED TOOL?

Simplified Tool has over 17 years of experience in the tooling industry. They seek simplified solutions for their customers to ensure an optimal outcome is achieved. Since the beginning, Simplified Tool has grown steadily, expanding its product line and broadening its client base.

THE CHALLENGE

Help increase sales incrementally online by forming a strategy that would reach Simplified Tool's target audience in a way their competitors weren't.

THE GOALS

- 1.) Find a way to increase sales organically without investing in costly paid media.
- 2.) Determine which products their customers gravitated towards the most.

Using our Six Sigma Tools and Data Analyzation team:

- Researched & defined the audience
- Created organic SEO blog content geared toward their target audience.
- Made a strategic plan for Email Marketing around the buyer's journey.
- Gathered historical data from pay-per-click media campaigns to improve and control our strategy along the way.



Newest Blog:

Top 5 Ways to Prevent Breakage

In order to achieve the best results while using a CNC machine, you need to be aware of the ways in which breakage can occur. By following these tips, you can ensure that your tools stay sharp and your machine runs smoothly!

[Read More](#)

This Product:



Simplified Tool
quality and excellence,
it's just that simple.

THE RESULTS



"The percentage of sales from organic search has increased much more - paid search increased 225% while organic search sales increased 400%. But why the 400% increase in organic search sales? Who can tell why the Googles decides to give us more visibility BUT I have to believe that the work Dowden Consulting has been doing has had some effect and will hopefully continue to do so."

-Simplified Tool

PROVEN RESULTS

Simplified Tool found the Level 4 Audit to be insightful and extremely beneficial in determining their audience. They also trusted in our ability to develop the strategy and assist in the execution of their digital marketing plan. From combined efforts, our client has seen a drastic increase in organic search. This is what makes our clients successful to reach their SMART goals.

- 400% organic search increase
- 225% paid search increase
- 100% client satisfaction
- 90% data research and analyzation
- 165 hours of research, strategy, and execution
- 100% on time and on budget from audit to execution



Simplified Tool

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