



## *A Rebranding with* **PHENOMENAL ROI**

### Challenge

Macfab has been a leader in high precision manufacturing to the medical, security, and space industries for over 35 years. They sought to upgrade their online presence with a new website and an active blog. They hired the Asset Digital Communications team for the job.

**THIS IS WHAT HAPPENED** *next*

### Solution

- A fresh brand presence with a new website launched in Jan 2022
- Rigorous competitive analysis and SEO strategy implemented
- Monthly blog articles to reach valuable target audiences
- Email nurture campaign implemented

### *Six Month Results*



“We have implemented an SEO strategy with Asset Digital with outstanding results. They have become our strategic partner for all our digital marketing initiatives. I strongly recommend them.”

**Chris Macmorine, President**