

BLOWING AWAY THE COMPETITION

ABOUT GO FAN YOURSELF

Go Fan Yourself (GFY) is a technology-driven manufacturer of industrial fans, turbines and ventilation systems. The firm engaged Straight North to build a lead generation website.



STRATEGY

- Develop a lead generating site that offers professional presence at the same time as exciting product information.
- Describe the specific differentiators of products both visually and with engaging content and provided a clear path to conversion.

KEY TACTICS

- Designed home page to incorporate the images of GFY products in operation in actual installations, to connect potential customers to meaningful applications.
- Undertook keyword research and created solid title tag and Meta descriptions for product and home pages to define GFY to search engines.
- **Got the site up in less than one month** to allow the PPC campaign to deliver a professional site for lead generation generation.

RESULTS

20 DAYS TO LAUNCH

Our streamlined production process enabled us to launch the website in a mere 20 days.

IMMEDIATE LEADS

A new pay-per-click campaign coordinated to launch immediately after the website launch produced immediate leads: over \$350,000 in job bids in less than a month!

AMAZING FACT

BRANDING SUCCESS

Thanks in large part to a strong content strategy and innovative design work, the new website positioned the GFY brand as a major company in the sector, and solidified its brand identity.

“We were amazed at how quickly Straight North put our site together, and more amazed at how quickly our new site brought us excellent sales opportunities.”

Nikki Heinkel, Marketing Manager
GO FAN YOURSELF



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