

Shaping Influence Worldwide®: For communications and marketing to be effective, messages must not only reach influencers, but also resonate across multiple channels to impact perception and opinions, and create positive, lasting impressions.

Agency: [JMRCconnect](#)
Client: [USPack](#) Logistics

USPack Logistics *Success with JMRCconnect*

Integrated Online Presence Program



Lead Generation

Search Engine Optimization (SEO)

Pay-Per-Click Advertising (PPC)

Website Optimization

Objectives

- Increase online presence with an integrated program that focused on:
 - Organic visibility
 - Mobility
 - Lead Generation
- Increase performance in their overall search engine optimization (SEO)
- Increase web traffic, performance of their organic SEO and PPC traffic

Results: SEO, Web Traffic

- 24% overall traffic increase
- 20% organic search traffic increase
- 7% decrease in bounce rate & 14% increase in time-on-site*
- 45% increase in mobile traffic
- 500% increase in tracked top 3 keyword ranks (2 to 12)
- 209% Increase in #4-10 ranks (11 to 34)

**Indicates the traffic not only increased but is now more relevant*

Results: Lead Gen, PPC

- **63% increase in phone leads**
- **9% decrease in cost per lead**
- **29% increase in PPC conversion rate**
- **26% PPC traffic increase**
- **49% increase in web form submissions**

2016: In Review

Not only did JMRConnect significantly increase website traffic, organic visibility and optimize their SEO, but lead gen saw a drastic surge overall. Each of these components are important for obvious reasons, but the most substantial piece that was critical to achieving any success was JMR's ability to adapt each individual initiative as USPack continues to grow on a national scale.