

Environmental Services Company Increases Lead Generation by 500% with Strategic Digital Marketing Campaigns



The Who Company

A leading environmental services company specializes in helping organizations manage industrial waste and ensure compliance with environmental regulations. **Focused on driving growth**, they sought to **enhance lead generation**, improve response efficiency, and **maximize digital performance** in a highly competitive market.



The What Challenge

The company struggled to generate qualified leads and convert them effectively across its physical branches. Competitors with a stronger digital presence dominated the market, making it hard to attract inquiries economically. At the branch level, slow and inconsistent responses to online inquiries further hindered conversions, leading to missed opportunities and inefficiencies.



The Why Strategy

Grey Matter developed an **integrated approach** combining top-of-the-funnel lead generation with bottom-of-the-funnel inquiry management to tackle the dual challenges. The goal was to **strengthen digital presence**, increase lead flow, and improve branch-level responsiveness to drive measurable results.

Rationale: By optimizing paid and organic search strategies while enhancing response processes, Grey Matter ensured a **seamless customer journey** from inquiry to conversion. This approach **maximized efficiency** and captured previously missed opportunities.

Key Actions:

- Launched targeted paid and organic search campaigns to improve lead generation and lower acquisition costs.
- Optimized website content to enhance user experience and boost conversions.
- Implemented call tracking and response protocols to improve speed and quality of inquiry handling.

TL;DR

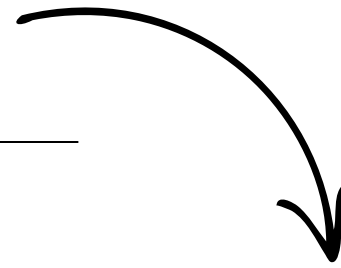
Grey Matter transformed digital marketing efforts for an industrial waste management company, **increasing lead generation by 500%** in two years and boosting **quote volume by 200% in just 90 days** through strategic campaign optimizations and process improvements.



The How Tactics

Grey Matter implemented a **data-driven strategy**, continuously optimizing efforts to enhance performance, which paved the way for broader **campaign expansion and increased impact**. These tactics increased lead generation and improved the client's ability to convert those leads into **actionable opportunities**.

- **Enhanced Paid and Organic Search Strategies:** We restructured digital campaigns to increase visibility and attract qualified inquiries. Paid campaigns were optimized for cost efficiency, and organic efforts focused on improving website content and SEO to drive sustained growth.
- **Website Content Optimization:** Updated website messaging and landing pages to boost conversions by better-aligning content with customer needs and search intent.
- **Call Tracking and Quality Monitoring:** Integrated Callrail and quote tracking tools to monitor and measure inquiry response times and quality across branches.
- **Response Workflow Implementation:** Designed and deployed a clear response process, supported by a training program to improve speed, consistency, and customer experience.

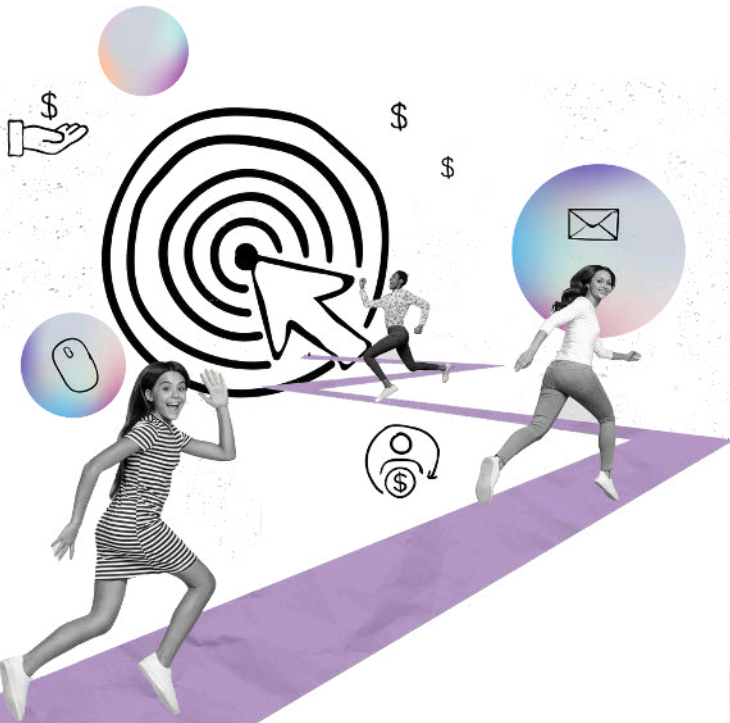


500%

Increase in Lead Generation
in 2 years

200%

Growth in Quote Volume in
90 Days



The Result Outcomes

Grey Matter's efforts resulted in a 500% increase in lead generation over two years and a 200% boost in quote volume within 90 days. By improving online campaigns and internal response processes, the company gained a competitive edge and positioned itself for sustainable growth.

Key Learnings:

- Aligning lead generation with strong response processes drives impactful growth.
- Data-driven strategies and training improve customer experience and results.