



Marketing Success

Go-to-Market Strategy Increases Engagement and Revenue

THE CHALLENGE

Single Source Systems, Inc. offers computer software and consulting services for manufacturing companies. With a product launch on the horizon, the company was challenged with building and executing a cohesive marketing strategy that would:

- Establish thought leadership in their industry
- Optimize their website design and content
- Build an engaging social media presence

Previously, Single Source had turned to agencies to bring outside marketing expertise to their team. This approach, however, did not provide enough transparency into their programs or agility to respond to changing needs.

Cory Rhodes, the President of Single Source, knew he had to find an alternative solution that would help the company strategize for success and achieve results while providing visibility, collaboration, and productivity for his team. He and his company turned to Torchlite® to tackle these top priorities.

DIGITAL MARKETING SUCCESS

“Torchlite® helped us stay on target, and they’ve helped us accomplish so much in just a few months. Thanks to consistent collaboration and increased visibility, we’re already seeing a boost in lead generation and revenue.”

Cory Rhodes
President, Single Source Systems, Inc.

SNAPSHOT OF SUCCESS

92x
more engagement
on Facebook

1333%
increase in Twitter
followers

28%
increase in
Facebook fans

PRIORITY 1: ESTABLISH THOUGHT LEADERSHIP

Single Source wanted to establish a strong thought leadership presence that would enhance existing relationships, showcase expertise, and inspire their target audience. To support this goal, Torchlite® established a monthly email newsletter to share with Single Source’s customer base. The branded email content included educational, inspirational, and promotional messaging to provide a unique perspective on topics relevant to their audience. With this new approach, Single Source has seen **open rates as high as 39%** and **click through rates as high as 7%**.

PRIORITY 2: OPTIMIZE WEBSITE

The next priority was to optimize Single Source’s website to create a seamless user experience, increase traffic, engage prospects, and re-engage existing customers. Efforts focused on adding strong calls to action on the homepage, enhancing design and copy, establishing a monthly cadence of posting blog content, adding additional resource pages to promote upcoming webinars, and optimizing the site for mobile devices. This strategy resulted in **13% growth in visitors** and a **77% increase in time spent on the site**.

PRIORITY 3: BUILD SOCIAL PRESENCE

Posts and interactions on Facebook, Twitter, and LinkedIn have increased awareness of the company, amplified its voice, increased website traffic, and strengthened relationships with clients and partners. As a result, Single Source has seen **92x more engagement on Facebook**, a **28% increase in Facebook likes**, and a **1333% increase in Twitter followers**.



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BRINGING IT ALL TOGETHER

As momentum for Single Source’s product launch accelerated, the agility, expertise, and guidance provided by Torchlite® set the course for the product’s successful go-to-market strategy in a practical and effective way.

Ready to learn more about how Torchlite® can help you achieve similar results? Contact us today at info@torchlite.com.