

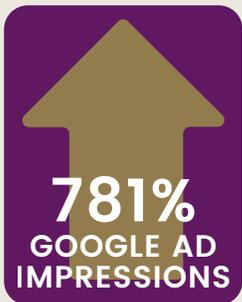


## DIGITAL MARKETING CASE STUDY



### RESULTS

OVER THE FIRST YEAR, CONCORA SAW MONTH-OVER-MONTH IMPROVEMENTS, DRIVING MEANINGFUL NEW CUSTOMER ACQUISITION.



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

### SARAH SCHWITTERS

Lodestar Marketing Group

### INTRODUCTION

Concora, now part of Anguleris, provides a digital experience platform purpose-built for building product manufacturers. Their solution helps manufacturers increase product specifications by architects, engineers, and contractors (AECs) through a streamlined web experience. Prior to partnering with Lodestar Marketing Group, Concora had limited digital marketing presence & was seeking to test and expand paid digital campaigns to drive traffic, engagement, and qualified leads.

### SOLUTION

Lodestar Marketing Group implemented a multi-channel digital strategy focused on:

- Google Search and Display Ads to drive awareness and demo requests
- Remarketing Campaigns to re-engage site visitors
- LinkedIn Ads targeting building product manufacturers with lead forms and content offers
- Facebook Ads to boost brand visibility and engagement
- Email Campaigns to promote webinars and schedule demos

Campaigns were optimized to drive traffic to the Book a Demo page and generate conversions across multiple touchpoints.

### CONCLUSION

Lodestar successfully launched and expanded Concora's digital marketing efforts with measurable results across paid search, display, social, and email. The campaigns drove significant traffic and lead volume, helping the company build awareness and generate qualified interest in its platform.