

Bob's Printing

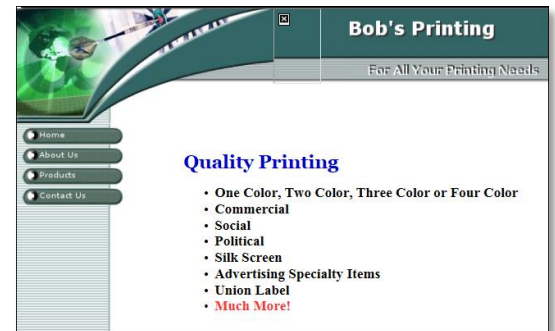
Who

A commercial printing company in San Antonio called [Bob's Printing](#).

The Challenge

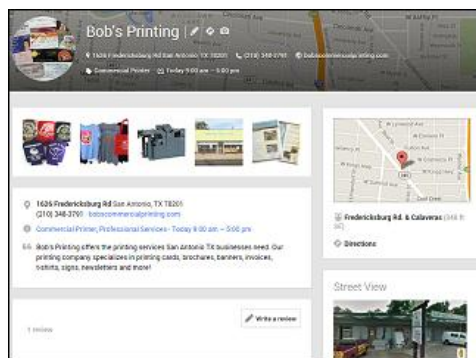
Improve Bob's visibility online and his reputation as a professional printer in order to attract new clients and boost monthly sales.

Up until recently, Bob Vasquez, the owner of the printing company, had been relying exclusively on a basic, unoptimized website and word-of-mouth referrals to bring in new clients. Bob wanted a better online solution that would attract leads more easily and consistently and help him increase his monthly sales revenue.



The Solution

[NetCentricity](#) built a new website, claimed Bob's free Google+ Local business directory listing, and set up a branded YouTube video channel for Bob's business. These three online assets were also keyword-optimized and synchronized to help prospective clients find Bob's company more easily when searching for his type of local business online. A unique telephone number was also used to track the number of new incoming calls.



The Results



- During a 10-month period, Bob received an additional 289 calls (+28.9 per month) from new prospects who found Bob's company online, and from previous customers who were trying to find his contact information so that they could place new follow-up orders.
- Additional revenue from new customers and re-orders from existing clients during this period combined was estimated to be in the thousands of dollars.

Would your business benefit from having a steady stream of new prospects calling YOU every month?

Call Us Today!

