



RETIRE IN STYLE

Business owners who want to maximize the valuation of their business turn to X-Factor to build and execute strategic digital marketing plans that increase the value at exit.



SELL YOUR BUSINESS WITH A BETTER STRATEGY

Since 2008, X-Factor has developed customized Internet marketing strategies to help business owners generate more qualified leads, capture better conversions, and maximize sales opportunities. X-Factor will organize your marketing within three years, providing the new owner with a roadmap to success. You'll cash out for more money, and the new owner will benefit from a proven marketing plan for the future and enhanced profitability.

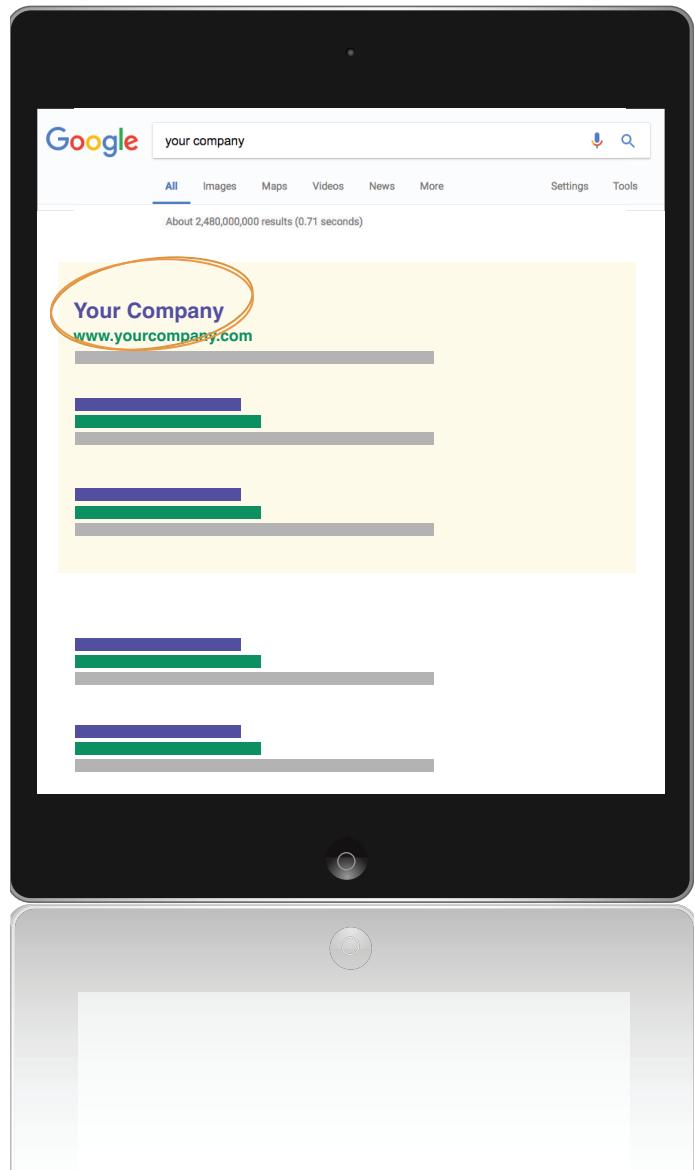
MAXIMIZING ACQUISITION VALUE

Selling a business is typically a three-year process.

Your company should be strong in these areas:

- Accounting
- Operations
- Personnel
- Marketing

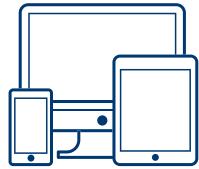
Our team of marketing experts will help you create a successful, integrated web marketing campaign that's effective, engaging, and cost-effective, building profitability and sales within three years of business transition.



SERVICES



STRATEGY



DESIGN



CONTENT



PROMOTION



CAMPAIGNS

Strategic Planning

Our strategies succeed because we focus on your company, customers, competition, market, and analytics to optimize the marketing mix. The result? Lower cost per lead and increased sales.

Mobile-Responsive Web Design

Professional website design that adapts to all devices, improves search engine rankings, and creates a strong first impression for your brand.

Search Engine Optimization

Rank higher on search engines for the keywords your customers are using to find companies and products like yours. Organic visits driven by SEO are the easiest to convert into customers.

Website Maintenance

Affordable monthly rate for attentive web content and visual changes to keep your website current.

Pay-Per-Click Marketing

Target your market, drive leads through your website, and control advertising costs with text and display ads on major search engines.

Email Marketing

Develop an email campaign that captures and holds your audience's attention.

Social Media Marketing

Engage the market on its turf with targeted social media marketing that educates, entertains, and conveys your unique corporate culture.

YouTube Marketing

Prospects remember video messages better than any other medium. Build your brand awareness and educate customers and prospects through boosted video marketing.

Content Writing

Search-optimized press releases, articles, case studies and website copywriting. Showcase your expertise and appear high in organic search results with engaging SEO content.

Banner Ad Design

Banner ads created for social media and remarketing campaigns, build name recognition, and brand awareness.

PROVEN RESULTS



BETCO

BETCO is a single-source self-storage building manufacturer that provides a number of in-house services that self-storage facility owners need, including experienced sales consultation, design and engineering, building and door manufacturing, construction crews, installation, shipping, and sales of self-storage products and components. The company has manufactured more than 60 million square feet of storage buildings since it was founded in 1984.

Challenge

The real estate market and BETCO's sales had been hit hard by the lasting effects of the Great Recession. The company also needed to overhaul its digital marketing — their website was outdated, with low search engine rankings and virtually no presence on social media.

Strategy

- New Responsive Website Design
- Search Engine Optimization (SEO)
- Pay Per Click Management
- Email Marketing
- Banner Ad Design and Digital Ad Placement
- Social Media Advertising and Management
- Google Analytics Analyses and Quarterly Reviews
- Optimized Press Releases and Distribution
- Blog Development/Copywriting
- E-commerce Website

Results

X-Factor developed a comprehensive web marketing campaign to position BETCO as a single-source resource for self-storage facility owners. That strategy included helping BETCO arrange a business seminar to promote the company and educate potential customers about its products and services. It was supported by an email marketing campaign to drive top-of-mind awareness and increase attendance. X-Factor also rebuilt BETCO's social media presence on YouTube, Facebook, and Twitter with an ongoing campaign of creative content releases. A roll-up door and components e-commerce website were built to expand the company's market to commercial and consumer industries to generate additional revenue streams for BETCO.

The results have been remarkable. Total website visits increased by 105%, users by 111%, and webpage views by 114%. Organic searches increased by 152%, paid search by 73%, and social media traffic by 119%, with top search engine rankings for industry keywords.

BETCO's annual educational seminar was so successful that a waiting list for future seminars had to be created. Online resources and leading industrial magazines, such as Inside Self Storage, Ministorage Messenger, and SSA Globe, also published search-optimized press releases written and submitted by X-Factor.

Since partnering with X-Factor, BETCO sales grew 60% the first year and increased another 40% the following year. The company also added a second shift and is manufacturing at 100% capacity to match the demand for its products. BETCO attributes this growth to the real estate market's resurgence and heightened brand awareness, additional leads, and higher-quality prospects resulting from X-Factor's integrated inbound marketing efforts.

Within three years of engaging with X-Factor, a competitor acquired the company at a higher valuation, and the owner comfortably retired.



+105%
Total Site Visits



+111%
Unique Visitors



+114%
Page Views



+152%
Organic Visits



+73%
PPC Visits



+119%
Social Media Visits

PROVEN RESULTS



BENZ Inc.

BENZ Inc. is a subsidiary of the Zimmer Group, a company that manufactures innovative tooling for the wood, plastics, composites, and metalworking industries in Germany and provides North American sales and support through BENZ Inc.'s Hickory, NC, headquarters.

Challenge

BENZ is an established European brand known for advanced engineering and precision tooling performance. BENZ American subsidiary, BENZ Inc., a relative newcomer to the North American wood, metal, and composites markets, needed better brand awareness, a new website, and a consistent online marketing presence. Poor navigation made product location on the corporate website difficult, and since the company had never employed inbound marketing tactics, BENZ Inc. also suffered from low search engine rankings. Tracking results of web metrics through analytics was impossible due to a single international website for all locations.

Strategy

- New Responsive Website Design for the U.S. Market
- Search Engine Optimization (SEO)
- Pay Per Click Management
- Banner Ad Design and Digital Ad Placement
- Email Marketing
- Social Media Advertising
- Social Media Management
- Oversee Reputation Management
- Blog Development/Copywriting
- Search Optimized Press Releases and Distribution
- Google Analytics Analysis and Quarterly Reviews

Results

X-Factor developed an inbound marketing campaign encompassing a new website, online marketing, paid and organic search campaigns, and a new social media mix on YouTube, Facebook, and Twitter. Email marketing and web updates to current and potential customers also generated top-of-mind awareness of BENZ Inc.'s service programs, trade shows, and new product promotions.

Leading industrial magazines, such as Modern Machine Shop, Automotive Design and Production, Global Spec, Canadian Woodworking, and Woodshop News, also published press releases written and submitted by X-Factor. After a four-year engagement with X-Factor, Benz was purchased by the major woodworking conglomerate HOMAG Group.



+289%
Total Site Visits



+750%
Email Visits



+220%
Page Views



+755%
Organic Visits



+229%
PPC Visits



+239%
Direct Site Visits



+1600%
Social Media Visits



PROVEN RESULTS



Clean Sweep, Inc.

Headquartered in Chattanooga, TN, Clean Sweep, Inc. is Eastern Tennessee's leading commercial lot sweeping and street sweeping services provider. A second-generation company with 34 years in business, Clean Sweep primarily services clients within a 100 to 125-mile radius of Chattanooga.

Challenge

With no in-house marketing department, Clean Sweep sought to outsource its "direct touch" marketing and lead generation activities to a professional marketing firm. They needed a highly qualified, long-term partner to manage direct marketing activities and dramatically improve their qualified lead generation results. The role also included marketing services, which includes planning and budgeting marketing activities, measuring all lead generation activities, and conducting competitive research in other markets. Goals include a multi-touch, targeted, direct marketing program to increase company awareness in the targeted market segments and high-quality lead generation, resulting in new business opportunities.

Strategy

- Key Stakeholder Survey
- Communications Review
- Strategic Marketing Plan
- Positioning Statement
- Search Engine Optimization
- Website Revamp
- Email Campaign
- Social Media Content and Management
- Video Creation
- Paid Search Marketing

Results

X-Factor's comprehensive marketing strategy delivered outstanding results for Clean Sweep, Inc. By leveraging targeted Google Ads, social media marketing, and a refined SEO strategy, Clean Sweep experienced a significant increase in brand awareness and online lead generation.

X-Factor's data-driven approach and targeted digital marketing initiatives helped Clean Sweep reach new heights, demonstrating the power of an effective outsourced marketing partnership.

Ultimately, the success of this marketing campaign played a pivotal role in attracting the attention of Sweeping Corporation of America (SCA), the nation's largest power-sweeping company. In 2020, SCA acquired Clean Sweep, a testament to the company's growth and strong market presence achieved through strategic marketing efforts.



+38%
Total Site Visits



+48%
Unique Visitors



+135%
Mobile Visits



+61%
Organic Visits

PROVEN RESULTS



Southern Glove

Since 1945, Southern Glove has been a privately owned industrial glove manufacturer that provides top-quality industrial work gloves, hand and arm protection products, and industrial aprons to customers throughout the United States. The company also offers full-package manufacturing, which includes contract cutting and sewing services for private-label industrial apparel, safety accessories, and other fabric products made to customers' specifications.

Challenge

To grow its business, Southern Glove needed to expand the number of distributors selling its products and diversify its product line beyond its traditional core customers in the oil and gas industries. On the digital front, the company's website had not been designed for mobile, many products were tough to locate, and its website had low organic search engine rankings and web traffic numbers.

Strategy

- New Responsive, User-Friendly Website
- Search Engine Optimization (SEO)
- Paid Search Management
- Email Marketing
- Custom-Branded Facebook and YouTube pages
- Google Analytics Analyses and Reviews
- Blog Development/Copywriting
- Optimized Press Releases
- Online Tradeshow Promotion
- Digital Catalog

Results

X-Factor created a responsive website for Southern Glove and Southern Innovations, with global search capabilities to allow distributors and end users to locate products quickly. Using Google Analytics measurement to make informed, data-driven marketing decisions, X-Factor targeted PPC in countries with high levels of oil and gas rigs, created email marketing to give Southern Glove top-of-mind awareness among its distributors and targeted email and pay-per-click marketing to reach other markets including the forestry, agriculture, manufacturing, chemical and food and beverage industries.

Online news sites and leading industrial magazines, such as Drilling Contractor Magazine, EHS Today, Safety and Health, and Industrial Safety and Hygiene News, also published search-optimized press releases written and submitted by X-Factor.

Since partnering with X-Factor, total website visits increased by 115%, unique visitors by 131%, and webpage views by 75%. Mobile visits increased by a whopping 849%, while organic searches increased by 113%. Southern Glove is also receiving top search engine rankings for many of the gloves it manufactures.

After a ten-year relationship with X-Factor, Southern Glove sold to a more prominent PPE distributor.



+115%
Total Site Visits



+131%
Unique Visitors



+75%
Page Views



+849%
Mobile Visits



+113%
Organic Visits



TESTIMONIALS



Pete Phillips - Owner, Clean Sweep, Inc.

"When considering revamping Clean Sweep's marketing program, we submitted an RFP and received proposals from multiple vendors. We chose X-Factor due to their depth of experience in strategic inbound marketing and commitment to creating return on our marketing investment. In two years, X-Factor tightened up our online branding, website and web promotion significantly. The results of our inbound strategy and following campaign were abundant and measurable growing our sales and valuation to the point that we were able to sell the company. Thank you X-Factor team! The team at X-Factor went above and beyond to deliver a gorgeous and seamless website that runs smoothly and is easy to navigate. I had many questions and changes that I wanted to implement and X-Factor was extremely responsive and very accessible. The SEO campaign has already started generating both leads and customers. I couldn't be happier with the work X-Factor has done for me."



Designed to Protect. Manufactured to Last.

Brent Fidler - President and CEO, Southern Glove Inc.

"X-Factor has truly worked wonders with our web presence and public relations efforts. Just in the last three quarters, we've seen nearly a 90% increase in total monthly visits to the website, about 50% more pages being viewed, and nine times the number of mobile visits we had before X-Factor got involved. They're consistently keeping us on Google's first page for our most important keywords, and our press releases are circulating all over the web and in newspapers and industry magazines that really matter. We couldn't be more thrilled with this partnership."



Steve Landrum - Sales Manager, Turning Products, Murata Machinery USA, Inc.

"We've been working with X-Factor Marketing for SEO, website maintenance, and press release creation and distribution for some time now. We've had nothing but fantastic results all around: huge growth across the board in page views, total visitors, and mobile engagement, plus top ranking in search engines for very competitive keywords. The custom Facebook page and YouTube channel they developed has given us a new and exciting avenue for engaging our customers and prospects. The results have been reflected in tremendous sales growth."



Brandon Washam - Dealer, New South Tractor, LLC

"I think most business owners recognize the importance of marketing as a concept, but when it comes to developing and executing a well-rounded marketing plan, there is a lot more to it than I ever realized. Although I have a "do-it-myself" approach with most things, I knew I was too preoccupied with other areas of running my business to put together a marketing plan that would actually make a difference. I found X-Factor with a Google search, which appropriately showed up on the first page since I was partly looking for help with Internet marketing and keyword advertising. After taking some time to learn how we do business, X-Factor put together a very thorough approach for marketing my company. Although we are just a few months into the plan, I can say without hesitation that traffic is way up on all fronts from previous years, and I was particularly surprised to see our new website popping up on the first page of Google searches for nearly all of our keyword phrases in an extremely short period of time. I find Woody and his staff to be straightforward and honest without pushing me for services I am not interested in. X-Factor is definitely not the company popping up in all my spam folders offering "internet marketing services," and I think when someone gives them a try they will find that the difference is obvious."

OUR METHOD



THE RIGHT CHEMISTRY TO FORMULATE EXCELLENT RESULTS

TACTICS TO INCREASE BUSINESS VALUATION

- Strategic Marketing Planning
- Responsive Website Redesign
- On-site SEO
- Analytics for Measurement
- Ongoing Web Maintenance
- Develop and Manage Social Media Presence
- Pay Per Click Marketing
- Visual and Cold Email Campaigns
- Results Measurement and Agile Changes
- Search-optimized Case Studies and Press Releases

THE X-FACTOR DIFFERENCE

- American-owned and Managed
- Virtual Structure Means Lower Overhead
- 37 Years of Marketing Experience
- Focus is on Client Return On Investment
- Markets We Specialize in are Industrial (B2B), Consumer (B2C) and Franchises
- Customized and Measurable Marketing Campaigns
- Maximize the Sale of Your Business

LEADERSHIP



Woody Stoudemire, President

Woody is a veteran of the marketing field with three decades in strategic development and execution of traditional and Internet marketing plans. A top marketing professional in North Carolina, Woody created X-Factor to help business owners increase brand awareness and revenue prior to cashing out. A graduate of Appalachian State University, Woody never used his communications degree to get a job. At 22, he became co-founder of marketing firm Gotham and never looked back. Generating profitable ideas for clients remains his favorite part of the business. In his down time, he enjoys unwinding with his girls: wife Kelly, and daughters Claire and Maggie. Woody also serves as a virtual marketing director through his consultancy MarketingGhost.com.



Laurie Evans, Operations Manager

Working with X-Factor since its inception in 2008, Laurie manages our team of writers, graphic designers and programmers in addition to scheduling, account management, and vendor relations. A graduate of Pennsylvania State University, she holds a Bachelor of Science degree. Her employment background includes over 25 years of customer service, management, and marketing experience. Laurie's management skills and training in Search Engine Marketing (SEM) make her a natural fit for our website marketing agency. Laurie's "keywords" for happiness are her husband Bryan and her two sons.



Xfactor
web marketing

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