

GREAT NORTHERN METAL COMPANY

A BIG STORM CASE STUDY



**DOUBLING WEBSITE LEADS,
DOUBLING BUSINESS IMPACT.**

Increased Qualified Online Leads by 100%

Great Northern Metal Company (GNMC) are experts in metal siding and roofing systems. Whether their customers are in need of custom-painted panels for a commercial roofing project or an expert's advice on which panel profile to choose, the contractors and builders who rely on the GNMC team know they provide top-notch materials and reliable services.

Great Northern Metal Company needed to refresh their website to better convey their services and expertise to contractors and builders in the community. In partnership with our expert web design and digital marketing team, GNMC has increased qualified website leads by 100% with a conversion-optimized website and a robust, multi-channel marketing strategy. Acting as an extension of their team, we continue to boost their visibility in the community by providing services such as digital content strategy, SEO strategy, PPC, paid social, and traditional advertising.

➤ Small Business Web Design That Generates **Big** Leads ◀



Establishing Roofing & Siding Expertise

Our Tactic: Impactful Web Design & Development

Before partnering with Big Storm, GNMC didn't control their website. They had no input into the content being shared there and felt their customers couldn't get the help they needed.

GNMC wanted their website to be an essential, helpful resource where contractors and builders could explore ideas, get useful information, and easily reach out to get more help or place an order. However, when revamping their website, they didn't want to do what everyone else was doing. They wanted a fresh perspective and digital marketing that would be unique to their company and exceed industry standards.



Attracting Builders & Contractors

Our Tactic: Generating Web-Optimized Content

Our expertise in small business web design and marketing strategies has transformed GNMC's website into a valuable resource for their customers. We achieved this by producing SEO-friendly content that meets users' needs and developing a comprehensive resource section.



Marketing Strategies That Drive Quality Leads

Our Tactic: Creating Targeted Billboards and Pay-Per-Click Ads

Attracting New Contractors & Growing Business Together



"Working with Big Storm feels like we have the robust marketing team of a much larger company with the nimbleness (and cost-effectiveness) of a startup. We could not have grown in the way we have without utilizing this incredible agency."

Katie Smith, Fractional CMO

Wild Path Consulting for GNMC



➤ Digital Marketing That Improves Sales and Raises Awareness ➤



100%

Increase in Website Leads

Website leads doubled since the launch of GNMC's new website.



800%

Increase in Organic Search Clicks

High-intent users are finding GNMC through Google Searches and clicking their website.



400%

Rise in Website Traffic

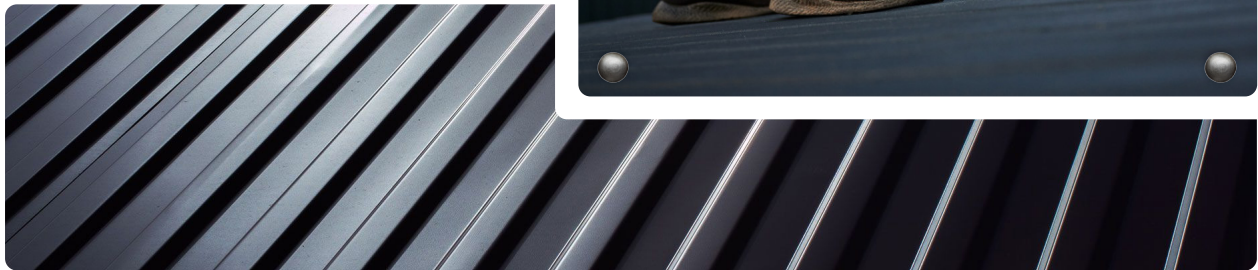
More contractors are viewing and engaging with GNMC's website.

➤ Driving Five Times More Website Traffic ◀

Collaborating To Expand Business & Build Homes

GMNC have established themselves as industry experts, and they experience significant growth year after year in every aspect. This includes driving five times more website traffic and hiring new staff to join their expanding team. We are excited to see their continued growth, as their business ensures homes and businesses in our community are equipped with quality roofing that stands the test of time. We are deeply proud of their success.

While our partnership started with a website refresh, our collaboration with Great Northern Metal Company continues to unfold in new ways that include marketing strategy, Google Ads, Facebook Ads, SEO, content writing and strategy, web design and maintenance, billboard advertising, graphic design, and analytics and reporting.



Innovative Ideas that Increase Website Leads



"Big storm was very helpful in creating a new website for us. They had ideas we hadn't thought of, and presented everything in a professional manner."

Jesse Kjelsrud, Owner
Great Northern Metal Company



➤ We Help Attract New Customers to Your Business ◀


Big Storm LLC is a data-driven marketing company. Our goal is to be transparent, genuine, valuable, and profitable in the work that we do for ourselves, our clients, and the things we create. Responsibility for our agency's reputation, as well as our clients and partners; drives us to create lasting relationships that extend for years beyond the company boundaries.

We aim to contribute to the marketing, web design, and analytics communities by being a positive influence on our industry. We focus on quality, empathy, generosity, honesty, hard work, and profitability; while maintaining a fun company culture.



Reach Out To Us Today

Your website is the front door of your business. If you're looking for a Bozeman marketing firm that can be an extension of your team and take your website to the next level, let's talk!

 (406) 624-9321

 greatbigstorm.com