

# WIRED FOR SUCCESS

## ABOUT TPC WIRE & CABLE CORP.

TPC Wire & Cable Corp. is a leading supplier of wire, cable and connectors used in harsh industrial environments. TPC’s products are designed and engineered to withstand harsh conditions including abrasion, chemicals, constant flexing and extreme temperatures. TPC serves a variety of markets including the steel, utility, mining, automotive, food & beverage, government, oil & gas, transportation, and wood, pulp & paper markets. With an ISO 9001 Quality System and 5S (Five S) workplace organizational methods, TPC has a 120,000 square foot facility that includes a distribution center, cable assembly center and engineering testing lab.

## STRATEGY

Straight North strongly believed that demand for this niche product line was real, and created a strategy designed to avoid head-to-head competition with commodity suppliers. Extensive keyword research informed the on-site content strategy, and our off-site activities increased rankings and drove *qualified* traffic to the website.

## KEY TACTICS

- Earned links from prominent, authoritative manufacturing and facility safety websites.
- Worked closely with client to add case study pages on its site to add credibility and increase conversions.

## RESULTS

### SALES LEADS UP

TPC’s SEO lead volume has increased 129.89 percent since our campaign launch.

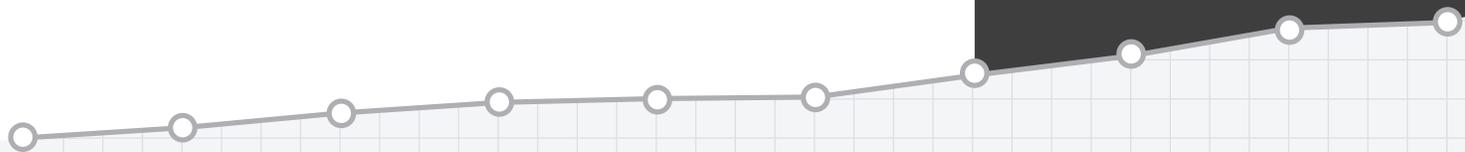
### COST PER LEAD DOWN

Our SEO campaign produced a decrease in cost per lead of more than 50 percent — in six months.

## AMAZING FACT

### DAY ONE ROI

Unusual for an SEO campaign, we were able to deliver a positive ROI from the first month.



“After delivering a stellar website in record time, the SEO program has exceed our expectations, delivering dozens of new accounts in the first few months.”

Reed Cushing, Vice President, Product and Marketing  
TPC WIRE & CABLE CORP.



TPC WIRE & CABLE CORP.  
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