

REFERENCES

LEXICON TECHNOLOGIES

INCREASING LEAD GENERATION

Lexicon sought guidance from Sherpa! Web Studios to develop and execute a holistic web channel marketing plan. The challenge: improve online brand awareness, drive targeted traffic, and increase sustainable lead generation through their online indirect channel marketing portal.

“Sherpa! continues to play a key role in our success with their holistic approach.”

MEASURABLE RESULTS

- Search engine traffic increased by ten-fold, increasing 1061% in the top tier-1 search engines -- Google, Yahoo, and MSN.
- Improved total site traffic by increasing search engine traffic share by 284%.
- Improved online brand awareness by snatching top keyphrase ranking for branded and non-branded products.
- Increase email click-through rates 279% with targeted email campaigns.
- Client experienced a complete return on their investment in just a few months.

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SHERPA!
WEB STUDIOS

PROFILE

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Nature of Project

Extranet Portal
Expert Assessment
Internal Evaluations
Wireframing
Interactive Design

Duration

Web Marketing Plan
Ongoing Support
Ongoing SEM
Ongoing eMarketing