



# CASE STUDY

## HOW SUNBELT ATLANTA BECAME THE FASTEST-GROWING BUSINESS BROKERAGE



### THE CHALLENGE:

Sunbelt Atlanta Business Brokers sought assistance in enhancing their online presence to boost brand awareness and generate leads. After recent Google updates, their digital marketing and SEO strategies became less effective. They also wanted to transition to a modern integrated CRM and CMS. Additionally, they aimed to partner with a digital marketing agency with a proven success record, having previously experienced unsatisfactory results with other SEO experts.

**01** Increased Web Traffic

**02** More Lead Conversion

**03** More Business Listings

**04** Predictable Revenue

### THE SOLUTION:

SmithDigital proposed a combination of strategies including SEO, inbound marketing and Google Ads. The solution was powered by HubSpot CMS Pro and HubSpot Sales Hub. SmithDigital also provided new webpages, landing pages and blogs to help with keyword acquisition and rankings, conversion rate optimization and revamped its sales forecasting tools complete with robust reports and dashboards of deal flow velocity.

### THE RESULTS:

Sunbelt Atlanta achieved significant growth by ranking for high-value keywords, driving increased organic traffic both locally and nationally. This surge in visibility led to higher lead conversions, allowing the firm to be more selective in pursuing profitable deals. With more qualified leads, they successfully expanded their business listings and added deal makers to their team. As a result, revenue became more predictable, making it easier to forecast long-term business growth.

### BENEFITS:

By enhancing its digital presence and lead generation strategies, Sunbelt Atlanta experienced a significant increase in company value. The improved online visibility and targeted marketing efforts led to higher brand awareness, attracting more qualified buyers and sellers. Additionally, the steady growth in traffic, leads, and successful deals resulted in predictable revenue, allowing for more accurate business forecasting and long-term stability.

"For anyone looking to take their business brokerage to the next level, I recommend working with Smith Digital..."

**-Manager, Sunbelt Atlanta**