

CASE STUDY



The logo for Frontline Leadership, featuring the word 'Frontline' in white on a blue background, with 'LEADERSHIP' in smaller white text below it, and a white arrow pointing right.

FRONT LINE LEADERSHIP NEEDED MORE SALES LEADS. IMPACT GROUP WAS THERE WITH THEM EVERY STEP OF THE WAY.



**550+ CONVERSIONS IN 2022 –
A 9% INCREASE**



**40K WEBSITE SESSIONS IN 2022 –
34K OF THESE WERE NEW VISITORS**



**GOOGLE ADS BROUGHT ABOUT
23K PEOPLE TO THEIR WEBSITE**

ABOUT FRONT LINE LEADERSHIP

Front Line Leadership is a leadership development program designed by Robert Winter, founder of Trinity Training & Development in Austin, Texas. It provides corporate leadership training to businesses across North America.

THE CHALLENGE

Trinity Training & Development initially reached out to Impact Group Marketing to help them rebrand their Front Line Leadership Program. The rebrand included an updated logo, presentation materials, and website.

"Impact Group has had a long-term impact on our business. My company was able to grow from a 350K revenue a year business to over 1.7M this past year," said Robert Winter.

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“THE LEVEL OF COMMUNICATION AND SUPPORT ALSO SETS IMPACT GROUP APART FROM ANY OTHER VENDOR WE HAVE UTILIZED.”

–ROBERT WINTER, FOUNDER

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THE STRATEGY

Impact Group quickly found the sweet spot for lead generation through Google Ads. Since they managed both the website and the Google Account, they were able to adjust the content, landing pages, and ad copy to ensure a high click-through rate and number of conversions.

Content writing in the form of blog articles was also utilized to support the Front Line Leadership website from a search engine optimization and brand relevance perspective. The monthly blogs also allowed Impact Group to highlight learning objectives and subjects covered during the Front Line Program to help increase exposure.

Timeline of Digital Events:

- 1 Graphic Design
- 2 Website Design
- 3 Google Ads
- 4 Content Writing
- 5 Social Media Management



BUSINESS IMPACT

"There are no words to describe the impact IGM has made on our business. We have grown tenfold over what we were doing previously. The marketing has been extremely successful, and we now have a strong footprint nationwide – this would not have been possible without their help," said Winter.

From January 2021 – December 2022, Front Line had:

- ✓ Over 81K website sessions - 84% of them being new visitors
- ✓ 57% of their traffic came from Google Ads
- ✓ 49K Google Ad clicks

A TRUSTED PARTNERSHIP

After trusting Impact Group Marketing to redesign the branding for their training program, Front Line built a partnership with them to support all aspects of their business.

"The investment has been well worth it. The quality of what we receive in many aspects of our business is consistently excellent," Winter said.

To learn more about how Impact Group Marketing can drive results for you, contact us today!

