

SULEXINTERNATIONAL.COM

## SULEX CASE STUDY

Inbound Marketing Strategic Solution  
Generated A Significant Increase Of Revenue  
Growth, Brand Exposure & Global recognition.

**DURATION**  
12 MONTHS

**SOLUTION**  
ENTERPRISE INBOUND MARKETING

**COMPANY STAGE**  
STARTUP



### AT A GLANCE

#### Challenges

- Digital Marketing Strategy
- New Customers
- Global Brand Awareness

#### Results

- Global Brand Awareness
- Revenue Growth
- Scaling Opportunities



*Geraldo and his team have done wonders for this company.*

*We started off skeptical, but after seeing the work and results from the Your Charisma team we can fairly say this is one of the best decisions we have made in terms of partnering up with knowledgeable individuals who truly know their craft.*

**Dani Balogun**

Sulex International

### OBJECTIVES

SULEX needs three websites to promote their sustainable living solutions services globally. After creation, traffic, leads, and sales need to be generated. Ideally, using a tailored inbound marketing strategy we get their site in front of their perfect target audience and help them build a buying, lasting, and committed customer base.

### SOLUTIONS

Sustainable living caters to a variety of audiences, so it's best to adjust the marketing accordingly. First, we identified the target audience. Next, we shifted our focus to their biggest desires and created an inbound marketing strategy leading with content to create a hype and trend around the idea of sustainable living.

Some buyers might prefer details like a breakdown of how the homes get made and living space while others might be more interested in price vs property, investment opportunities and good communication with the seller. We took the best of both worlds and constructed an inbound marketing plan leading with a knowledge base on the SULEX website to educate the audience and make lasting relationships, while simultaneously reach out to buyers that have stated they are looking for a well-versed company to take care of their construction needs.

### RESULTS

#### Brand Awareness

The SULEX brand has seen a significant traffic increase of **5200%** over the past 12 months, officially joined the 7-figure league and is ranking on the first page of google on a variety of highly relevant, and searched for keywords. They currently have a following of over 6000 on Instagram which is backed up by an omnichannel ad strategy to dominate their niche globally.

#### Revenue Growth

In terms of revenue growth, the brand has seen an increase of **185%** over the past 12 months alone with no signs of slowing down. The brand has joined the international ranks, is a leading player within the sustainable living niche, and is now selling construction services in to both consumers and companies nationwide. . .

#### Scaling Opportunities

SULEX 's knowledge base is currently in high demand within the sustainable living niche. SULEX has a thriving blog with 100s of articles offering tips, tricks, and strategies regarding all things construction. Simultaneously, Sulex has been able to grow their team with well-versed construction experts and are looking to cross that 8-figure mark within the next 48 months.