

CASE STUDY



Company Overview

In April of 1998, Neil Justesen started his business, Southern Field Welding (SFW), in his garage in Oakley, ID. His focus in the beginning was on piping of steam and ammonia systems. SFW grew rapidly and entered into the food processing industry.

Today, the company is locally owned and operated, offering the latest in welding technology. General Manager, Blake Hollingsworth, joined the SFW team in 2016 and started looking for ways to improve the company's marketing. SFW is an A+ Accredited Business by the Better Business Bureau.



Challenge

Blake Hollingsworth, General Manager of SFW, struggled with the level of service provided by his primary marketing point of contact. His story:

"I joined the SFW team in the Fall of last year and started working with Townsquare not long after to improve the effectiveness of our website. The level of service I had received with the months following my initial contact was a disappointment.

I struggled with employees committing to a task and it lasting weeks before it was accomplished and then when it was completed, the end result was nothing of what we had discussed. It was frustrating! I started to become discouraged in contacting the team and started seeking help elsewhere, and that is what I did. I found a local company that would be able to step in and committed to get to know what we do and who we are, until..."



Solution

“Jessica Castle [Digital Marketing Specialist at Townsquare Interactive] called me and introduced herself as our new account rep. She was the third rep assigned to our account in the last 4 or 5 months, so I let her know my frustrations with Townsquare and did not expect much. I was on my out and going to another company. She expressed empathy and committed her level of service towards our organization and asked what we were wanting to accomplish with the website.

Since her first introduction, and with what she has done for our company, she has become the standard of which customer service excellence is measured upon. She has followed through on all her commitments, she has provided more than I could have asked, she informed me on other options we had not considered, she would complete the tasks that day or pushed to have them completed the following day, she would listen to what we wanted and offered feedback, she researched who we were through other media groups, she has helped and continues to help align our marketing efforts, she increased our number of clicks since being our rep, she is excited about the progress made and to be made, and she is building a life-long relationship. A relationship of trust and confidence!”

- Blake Hollingsworth, General Manager of SFW



- ✓ Top-notch service
- ✓ Mobile responsive site
- ✓ Search-engine friendly
- ✓ Examples of work
- ✓ Call to action
- ✓ Easy navigation

Results

With a new Digital Marketing Specialist providing excellent service and expertise, SFW began ranking for search terms, which generated more clicks and phone calls.

SFW realized the commitment from Townsquare Interactive to its business and has developed trust surrounding Townsquare's commitment to helping businesses succeed.

| Keyword | Ranking |
|---|---------|
| industrial food processing equipment twin falls id | Page 1 |
| industrial food processing equipment installation twin falls id | Page 1 |
| industrial food processing equipment fabrication twin falls id | Page 1 |
| food processing equipment twin falls id | Page 1 |
| food processing plant remodeling twin falls id | Page 1 |
| french fry processing twin falls id | Page 1 |
| hydrocutting twin falls id | Page 1 |

- ✓ Lifetime Page Views: 19,284
- ✓ Average Monthly Page Views: 1,613

“Jessica [Digital Marketing Specialist] continues to help align our marketing efforts, increased our number of clicks, is excited about the progress made and to be made, and is building a life-long relationship.”

- Blake Hollingsworth, General Manager of SFW

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"I hope you understand the level of appreciation I have for what Jessica [Townsquare Interactive Digital Marketing Specialist] has done and is doing for SFW. It is my hope that you acknowledge the level of service she does and do not ignore her commitment to not only us, but the commitment to your organization. Her accountability to SFW and the level of engagement towards our company is unnoticed."

- Blake Hollingsworth, General Manager of SFW

**Ready to work with a
Digital Marketing Specialist
to get more web traffic?**

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