

**Case Study – PCS Global**  
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## Challenges

*PCS-Global is a sales consulting firm specializing in the automotive, RV, and power sports industries who sought to strengthen their online presence through online marketing.*



- PCS-Global operates in a lean mode and wanted to determine whether social media was an appropriate marketing channel
- Brand wanted to initiate online engagement, starting small and working towards building a strong online presence
- The brand also wanted to strengthen their presence on search due to nature of the name (similarly-named competitors include a pharmaceutical company, another consulting company, and a manufacturing company)

## Breakthrough

Working with PCS-Global, identified two members of their competitive set and examined their online engagement

- One competitor focused solely on building telephone sales, with little consulting/follow up with customers
- The other competitor focused on call transcription with some general interest in the auto industry but lacked appropriate follow-up for both customers and salespeople
- Crafted social media strategy focused on engaging automotive dealerships around the importance of building relationships with customers through telephone conversations

Several entries to company blog were re-edited to provide greater search optimization

- Keyword and search trend research enabled us to reshape content for maximum outreach
- Curation/distribution via social media to provide unique web traffic and reinforce messaging

## Results

- PCS-Global saw their share of voice increase by 20% due to an emphasis on the importance of skill development vs. technology
- Search results around PCS-Global, consulting, and automotive industry improved, with PCS-Global dominating search around the general title
- Increased unique monthly web visits by 7% due to content curation and social media engagement