

Case Study: Jeremy Murray, Managing Director of Fortify

Background: Fortify Engineering Consultancy is a geotechnical engineering consultancy that primarily serves the construction industry. With offices in Canberra, Sydney, and Brisbane, Fortify has a strong presence in the Canberra market but aims to expand its customer base in Sydney and Brisbane. Prior to engaging with The Epiphany Group, Fortify had limited marketing efforts and relied mostly on networking events to attract new customers.

Marketing Challenges and Goals: The primary marketing challenge for Fortify was to establish brand recognition and increase awareness in the new markets of Sydney and Brisbane. As the company expanded its operations, it needed to attract new customers and differentiate itself from competitors. The goal was to create a strong brand presence and generate leads to support business growth.

Marketing Services Engaged with The Epiphany Group: Fortify engaged with The Epiphany Group to leverage their full suite of marketing expertise and services, including social media, SEO, Google Ads, and website maintenance. The primary focus was on social media, particularly LinkedIn, where The Epiphany Group created and managed posts to increase brand awareness and engage with the target audience. In addition, The Epiphany Group enhanced Fortify's online visibility through targeted SEO strategies, Google Ads campaigns, and regular website maintenance to ensure optimal performance.

Measurable Results and Outcomes: Fortify observed a noticeable increase in leads as a direct result of the comprehensive marketing approach orchestrated by Epiphany Group. Prioritising LinkedIn social media in our marketing not only boosted brand awareness but also attracted potential clients who were previously unaware of Fortify's services. The SEO strategies implemented by The Epiphany Group improved Fortify's search engine rankings, making it easier for potential clients to find the company online. The Google Ads campaigns were highly effective in driving targeted traffic to Fortify's website, resulting in a significant increase in inquiries and requests for proposals from new clients in Sydney and Brisbane. Regular website maintenance ensured that the site remained up-to-date, secure, and user-friendly, which further enhanced the user experience and conversion rates.

Future Marketing Plans: Fortify's future marketing plans involve a combination of on-the-ground efforts and digital marketing. Networking events and direct outreach to potential customers will continue to be key strategies for business growth. Additionally, Fortify aims to provide more content to The Epiphany Group for social media marketing and continue leveraging SEO and Google Ads to maintain a strong online presence. Consistent website maintenance will remain a priority to ensure the site continues to perform optimally.

Experience Working with The Epiphany Group: Fortify's experience working with The Epiphany Group has been highly positive. The marketing team, led by Connor and Sally, has been proactive in reaching out for content and creating engaging posts. The SEO strategies and Google Ads campaigns delivered by The Epiphany Group have proven effective in enhancing online visibility and driving targeted traffic. Fortify acknowledges that their own availability to provide content has been a limiting factor. However, when content is provided, the quality of the posts and overall marketing efforts have been excellent. The website maintenance services provided by The Epiphany Group have also ensured that Fortify's site remains secure, up-to-date, and user-friendly, contributing to a positive user experience.

Conclusion: The Epiphany Group's comprehensive marketing services have played a crucial role in helping Fortify Engineering Consultancy establish brand recognition, increase awareness in new markets, and generate valuable leads. Through social media marketing, SEO, Google Ads, and website maintenance, Fortify has seen improved engagement, visibility, and a significant uptick in client inquiries. The collaboration with The Epiphany Group has been positive, with the marketing team delivering high-quality content and effective strategies across all channels. Fortify's future marketing plans involve a mix of on-the-ground efforts and digital marketing, with a focus on networking events, direct outreach, and continued online marketing initiatives.



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Jeremy Murray, Managing Director of Fortify Geotech