



# CASE STUDY

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## FORTIFY GEOTECH



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[fillthegap.marketing](http://fillthegap.marketing)

**CALL US**  
[1800 387 246](tel:1800387246)

**Client:** Fortify Geotech

**Industry:** Geotechnical Engineering

**Services Provided:**

- Website Redevelopment
- Google AdWords Campaigns
- SEO & PPC
- Social Media Marketing
- Content Creation,
- Sales Collateral Development

**Background:**

Fortify Geotech, a growing geotechnical engineering consultancy, aimed 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.

**Solution:**

Fill the Gap Marketing executed a multi-channel marketing strategy designed to enhance Fortify Geotech's online presence, engage potential clients, and drive lead generation. Key initiatives included:

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**1. Website Redevelopment & Ongoing Maintenance**

- Redesigned the website for a modern, professional, and user-friendly experience.
- Ensured mobile responsiveness and optimised the site for improved performance.
- Implemented SEO best practices to enhance search visibility and user engagement.

## **2. Social Media Strategy & Management**

- Developed and managed targeted social media campaigns, focusing on LinkedIn.
- Created and scheduled content to boost brand awareness and industry engagement.
- Monitored analytics to refine content strategy for maximum impact.

## **3. Search Engine Optimisation (SEO) & Google AdWords**

- Conducted keyword research to improve website rankings and organic search traffic.
- Launched and managed PPC campaigns to generate high-quality leads.
- Regularly analysed campaign data to optimise ad performance and cost efficiency.

## **4. Sales Collateral Development**

- Designed corporate capability statements, brochures, and proposal documents.
- Created high-quality pitch decks to support business development efforts.
- Ensured consistency in branding and messaging across all marketing materials.

## **5. Content Creation & Thought Leadership**

- Produced blog posts, case studies, and industry insights to enhance credibility.
- Created engaging and informative content tailored to Fortify's target audience.
- Established Fortify as an authoritative voice in the geotechnical engineering sector.

## Results:

- **Increased Brand Recognition:** Fortify gained stronger visibility in Sydney and Brisbane.
- **Higher Lead Generation:** Google Ads and SEO efforts led to a noticeable rise in inquiries and client engagements.
- **Enhanced Social Media Presence:** LinkedIn campaigns successfully attracted new followers and potential clients.
- **Optimised Website Performance:** A well maintained website improved user experience and conversion rates.

## Conclusion:

Fill the Gap Marketing's comprehensive marketing services have played a crucial role in helping Fortify Geotech establish a strong presence in new markets and generate valuable leads. Through a strategic blend of website redevelopment, social media marketing, SEO, PPC, and sales collateral development, Fortify has seen improved engagement, visibility, and a significant uptick in client inquiries.

The collaboration with Fill the Gap Marketing has been highly positive, with the team delivering high-quality content and effective strategies tailored to Fortify's goals. Moving forward, Fortify plans to continue its marketing efforts with a combination of digital initiatives and on-the-ground networking to maintain and expand its growth trajectory.

With a commitment to innovation and results-driven marketing, Fill the Gap Marketing remains a trusted partner in Fortify Geotech's continued success.



# Thank You!

*Closing the Gap  
Between You  
and Success.*



**Let's Get  
In Touch**

**Contact Us**

[general@fillthegap.marketing](mailto:general@fillthegap.marketing)

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