

# CASE STUDY: EDC

**EDC is a market leader in critical communication and commercial AV systems.** Stressing quality over quantity, EDC 's 60+ year history proves one unmistakable point—they are experts. Companies and business leaders can trust that EDC will not only build and design the highest quality systems, but the products and training will be second to none. EDC is a quality business, from service to products, **they provide the best in the market.**

## OUR APPROACH

The market is predictable. Potential clients know what they can expect from audio and visual providers as they all have a similar message. EDC will combine **new messaging, media and marketing/sales strategies** to set a new status quo in the industry. Every week potential clients will see EDC's initiative to produce **great content and achieve ideal results** for every project.

## CAMPAIGN RESULTS

Our strategy for EDC **grew organic social and website traffic** resulting in a strong **increase in warm qualified leads in targeted markets.**

