



# IDS AMPLIFIES PIRTEK'S ORGANIC REACH THROUGHOUT COVID-19

**OPPORTUNITY:** PIRTEK USA, an industry leader in hydraulic hose repair and replacement, boasts over 400 locations in more than 23 countries. PIRTEK's current franchisees come from varying levels of ownership experience, many with engineering-specific backgrounds.

COVID-19 forced many repair and maintenance garages to close doors; however, PIRTEK was there to support their clients and territory owners through unparalleled circumstances. With the goal of pushing out a sincere and meaningful message, Integrated Digital Strategies (IDS) worked closely with PIRTEK to fully understand how they were adapting to a "new normal."

## IDS STRATEGY

IDS' approach to promote PIRTEK's response to COVID-19 included the following:

### CONTENT MARKETING:

The IDS' content team worked closely with PIRTEK to align messaging across all channels of marketing. In addition to working hand in hand with PIRTEK, IDS' content team made the following adjustments to their strategy:

- Restructured blog calendar to include relevant industry topics, as well as "PIRTEK Franchisee Spotlights."
- Embedded videos in monthly blog posts to show the personality of the brand's franchisees and engage the audience
- Developed a long-form eBook called "Why PIRTEK is Considered a Recession-Resistant Business" to help showcase the brand's unique value in the franchise space
- Rearranged keyword research strategy to include "recession-resistant" terms

### ORGANIC SOCIAL:

Before COVID-19, IDS' approach to PIRTEK's social media marketing was to educate audiences about the hydraulic hose industry and how PIRTEK streamlined the entire process. Once garages and equipment maintenance brands started to close their doors, IDS' strategy highlighted how PIRTEK remained open for business 24/7. PIRTEK was able to position itself as a dependable business in a niche market with little to no competition. This strategy aimed to help build brand trust and awareness with potential prospects that might be hesitant to franchise during an economic downturn.

### REGULAR SITE MAINTENANCE:

IDS regularly looked to optimize website copy and performance through the following tactics:

- Optimizing existing content based on "recession-resistant" related terms and trends
- Analyzing top-performing demographics of the consumer
- Evaluating the day/time of traffic peaks
- Checking for broken links
- Addressing technical malfunctions in the operation of the site
- Adapting to changes in Google algorithms that impact performance

## RESULTS

IDS ensured that PIRTEK's message was timely, relevant, and helpful for potential investors who were facing unique circumstances. Real results validated that strategy – PIRTEK experienced increased sessions which they maintained throughout the summer.

- Organic social traffic on LinkedIn and Facebook brought in over **22% of overall users**
- 3% of the total traffic was generated through blogs – the equivalent of over **30,000 page views**, which continued to rise throughout the summer of 2020
- Compared to PIRTEK's performance the year prior, the site saw an **increase of over 200% in overall traffic**
- *Franchise Times Magazine's* "Top 200+" October issue, **PIRTEK was ranked 3rd overall in Unit Growth at 28.5% across all categories of franchising**
- PIRTEK made **7 new franchise sales during the summer months of COVID-19**

IDS has played an active role in PIRTEK's complete franchise marketing strategy for over a year. PIRTEK is a unique brand that has mastered their craft, and we look forward to continuing the relationship as the brand continues to grow.



**About IDS:** Our team of expert content and digital marketers has proven success and experience working with established franchise brands to emerging franchises. Founded in 2012, we partner with over 50+ franchises both domestically and internationally. Let IDS help you attract and convert franchise buyers and local customers to amplify your brand!

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