



MacroAir Case study



MacroAir

The Challenge

We took over Jan'20.

- Scaling the number of leads and opportunities generated year over year
- Capturing market share in an industry that is highly competitive

The Solution

A 360-degree digital strategy to drive demand with Position²'s proprietary Demand Accelerator framework. The framework is an integrated approach that combines content marketing, paid acquisition, and marketing technology services. Our approach also ensures that the right communication goes out to the right audience at the right time.

The Results


- Comparing year-over-year SERP rankings:

- 44%

- 50% Increase Streamlined Nurture Stream

300%

Increase



What makes Position² so effective is their industry knowledge, but they also are amazing at coordinating with people.

Chris Dierker
Marketing Lead at MacroAir