

BENTOLI B2B CASE STUDY

HOW ENVISION CREATIVE INCREASED
B2B SALES LEADS BY 1,100%

ENVISION
CREATIVE

BENTOLI B2B CASE STUDY

HOW ENVISION CREATIVE INCREASED B2B
SALES LEADS BY 1,100%

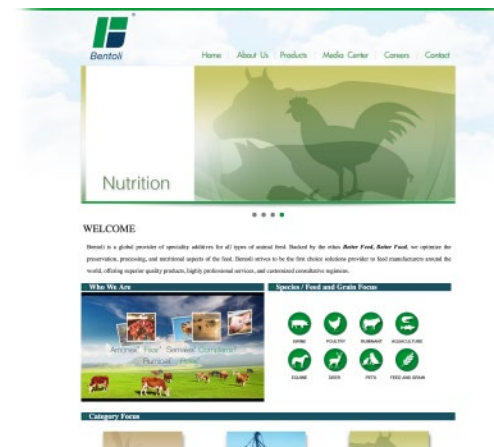
FOLLOW US



THE CLIENT: Bentoli® is a global manufacturer and supplier of animal feed additives that address the challenges faced by feed manufacturers and farmers every day. Bentoli®'s guiding principle is, *“Better Feed, Better Food.”*

THE CHALLENGE: Bentoli® had an inadequate website that didn't reflect their global brand and didn't allow the business to gain traction in new markets. Their website was built on an outdated, unmanageable platform, so web development expertise was fundamental for improvement.

THE SOLUTION: The Envision Creative team strategically planned, designed, and built a new, custom website. This was supported by search engine optimized content and inbound marketing tactics that leveraged HubSpot integration.



OLD SITE



NEW SITE

BENTOLI B2B CASE STUDY

HOW ENVISION CREATIVE INCREASED B2B
SALES LEADS BY 1,100%

FOLLOW US



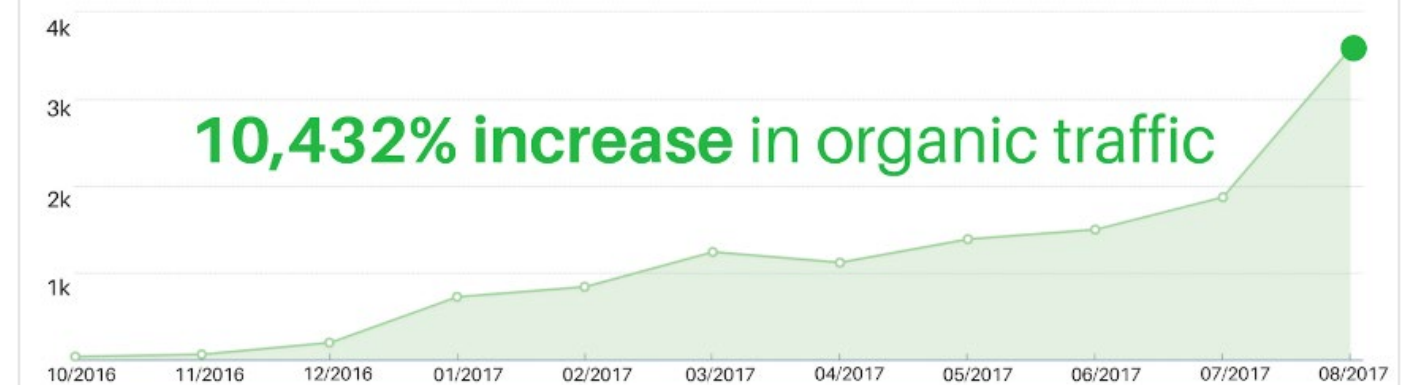
REMARKABLE SUCCESS: The combination of a new website backed by successful inbound marketing tactics produced exceptional results and drove extraordinary growth.

METHODS USED BY ENVISION CREATIVE

Progressive search engine optimization tactics	Growth-driven web design and development
Strategic blogging	Targeted social media campaigns

RESULTS

Organic website traffic increased by 10,432% in the first 10 months



Sales lead generation increased by **1,100%** in the first year

Referral traffic from social media increased by **2,786%** in 1 year

Month-over-month blog traffic grew an average of **420.5%**

ENVISION CREATIVE

Envision Creative takes a deliberate, holistic approach to branding and marketing. Housing experts in digital and social strategy, graphic design, web development, and traditional advertising, Envision helps clients evolve and unite every element of their brand.

FOLLOW US



512.292.1049 | [ENVISION-CREATIVE.COM](https://www.envision-creative.com)