

*Technology MSP Averaged 8 New B2B Leads Per Month Over the Past 16 Months*

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## **DP Solutions partners with TSL Marketing to generate new leads and become recognized, known, and trusted.**

**DP Solutions**  
Problem Solved.

**DP Solutions engaged TSL to grow net-new, organic leads from its website through search engine optimization (SEO) and pay per click (PPC) campaigns.**

### **Customer Testimonial**

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*“We are blown away by the number of quality leads coming in! Since partnering with TSL on our website optimization and paid search efforts, we consistently receive high-quality leads every month. I always enjoy working with the team at TSL; they are helpful, friendly, and work hard to tweak, refine, and improve our digital marketing efforts to fuel our lead-generation engine!”*

-Jill Rose, Marketing Manager of DP Solutions

## Solutions

DP Solutions and TSL have collaborated since 2010, completing many B2B sales and marketing initiatives. Those initiatives include content creation, telemarketing, and digital efforts.

Beginning in 2014, the partnership has focused on helping DP Solutions generate new organic leads through its website.

### TSL provides:

- Search engine optimization
- Website consulting
- HubSpot management and support
- Digital ad management

A combination of these tactics help to drive web traffic and convert visitors into leads.

## Realized Results

Recently, TSL has been working on search engine optimization efforts to improve search results for targeted keywords to increase traffic to DP Solutions' website. We utilize visitor data to improve results and the user experience.

### In under 90 days:

- Monthly and new users up more than 20%.
- Bounce rate reduced to under 60%.
- Search results for targeted keywords, which previously ranked on page 5, now appear within the first two pages.

### Over the last 16 months:

- Averaged 8 new organic leads per month through search and web conversions.

## Start Your SEO Journey

Sign up for a Free Assessment of your site

## About TSL Marketing and DP Solutions

TSL Marketing is a global, integrated agile-marketing agency serving the B2B Tech space. TSL helps B2B clients grow their business through advanced digital marketing and a closed-loop approach to generating and nurturing qualified sales opportunities. Learn more at [www.tslmarketing.com](http://www.tslmarketing.com).

DP Solutions is an award-winning Managed Services Provider (MSP) serving the Mid-Atlantic.

DP Solutions functions as a true partner for supporting clients' long-term initiatives. The company has a breadth of technology expertise, including managed IT and cloud solutions, backup and DR, security consulting, and overseeing IT projects, as well as a 24x7 locally staffed service desk. Learn more at [www.dpsolutions.com](http://www.dpsolutions.com).