



PGL is a Third Party Logistics (3PL) company with over 1.5 million sq. ft. of warehouse space all over the country, and holds all necessary federal and HazMat certifications. Their agile team designs complete inventory, order management and RMA solutions serving industries including Aerospace, Telecom, Hospitality, Energy, Wholesale/Retail, Industrial, Technology and Consumer Products. Open 24/7/365, PGL is always available to provide complete supply chain solutions.

Ilfusion Services Implemented

- Brand Stewardship
- Messaging
- Website
- Social Media Management
- Content (photo/video)
- Trade Show Support
- SEO
- Email Marketing
- Sales Enablement

TRANSFORMATIVE PARTNERSHIP MOVES PGL FORWARD

THE OPPORTUNITY

PGL, a supply chain and logistics company with locations across North America and 24/7/365 availability, faced challenges in enhancing their brand and generating business leads. Ilfusion, a dynamic marketing agency based in Fort Worth, TX, stepped in to make a significant impact. A pre-existing relationship led to Ilfusion being hired by PGL's marketing director. Ilfusion's reputation for creativity and efficiency sealed the deal.



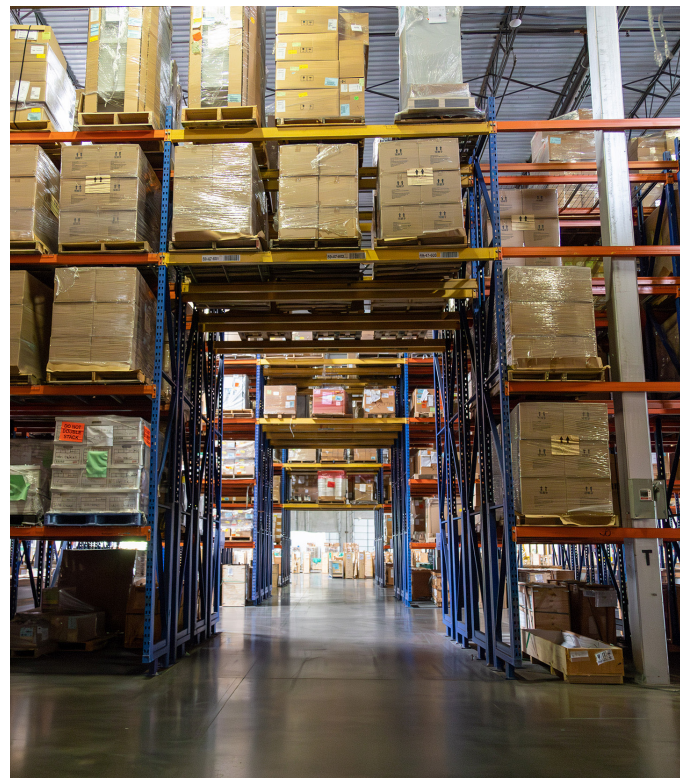
THE EXECUTION

We took a comprehensive approach to address PGL's diverse needs, beginning by capturing high-quality visuals through video and photo, which became the cornerstone of PGL's enhanced online presence. By crafting engaging and relevant content, we managed PGL's social media profiles, significantly boosting their online visibility. Digital advertising and SEO strategies attracted potential clients and enhanced PGL's online footprint. Email marketing campaigns maintained customer engagement, while graphic design and copywriting added professionalism to all communications. To establish PGL as an industry thought leader, Ilfusion produced informative news segments highlighting PGL's expertise. A revamped web design ensured PGL's online presence was both user-friendly and authoritative. Throughout our partnership, we consistently meet deadlines, maintaining reliability and efficiency.

THE OUTCOME

The results of our efforts were impressive. PGL's LinkedIn following nearly doubled, reflecting enhanced engagement and reach. Over 100 videos were produced, showcasing PGL's capabilities and reinforcing their brand message. PGL's website saw a surge in traffic with 300,000 new visitors, translating into tangible business leads and opportunities.

PGL's brand transformation attracted high-profile clients like the Texas Rangers, Dude Perfect, and SIMCOM Aviation Training, demonstrating the trust and credibility PGL built within the industry. The increase in business leads and the updated brand image contributed to a notable rise in sales. Ilfusion's blend of creativity, efficiency, and reliability made them the perfect fit for PGL's dynamic environment, proving the power of a strong marketing partnership.



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