

Who is Ramtech?

Specializing in modular construction since 1982, Ramtech has provided more modular building solutions to government agencies, educational institutions, healthcare providers, and large and small commercial organizations than any other modular company in the Southwest.

Primary Objective

Increase the traffic to their website through identifying the key decision-makers that are involved in procuring new temporary or permanent facilities in the education, healthcare, and municipal government markets. Without an established outside territorial sales force, which has always been the case with the way Ramtech has been organized, our online marketing efforts must play a key role and be the primary driver for developing leads for our internal salespeople to pursue.

“ I would say we have been most impressed with the open and honest dialogue on setting expectations and the ease to which we have been able to work with everyone at JSJD. The level of expertise on implementing the programs including the revamping of our Google Ads approach has also gone very well.

Steve Sickman - Marketing Director ”



Campaign Strategy

JSJD Media's team put together a multipronged digital marketing program leveraging cutting-edge technologies ensuring Ramtech would be able to reach their target audiences across multiple online channels with compelling ads to help drive awareness and increase overall engagement.

Tactics Utilized

- Programmatic Display
 - Persona Targeting
 - Behavioral Targeting
 - Client Website Retargeting
- Google Ads
 - Search & Display
- LinkedIn Custom Audience Targeting





Why JSJD Media?

Marketing in today's world where attention spans are shorter than ever is a difficult task for any company. JSJD Media already possessed experience in our industry, which was helpful because B2B digital marketing is very different than B2C.

The Ramtech team needed a digital partner that understood those difficulties and could align the most effective tactics to achieve their goals while being flexible enough to adjust on the fly throughout the program.

Results Over 90 Days

LinkedIn Targeting

154,957

Targeted Impressions

1,014

Direct Clicks
(2X Projected Amount)

.65%

Overall CTR

Google Ads

719,636

Targeted Impressions

12,821

Direct Clicks

15

Tracked Conversions

Programmatic

228,307

Targeted Impressions

1,473

Direct Clicks

.65%

Overall CTR
(Industry Avg .07-.10%)

“

After a 3-month test flight, we decided to increase our monthly investment with JSJD by 2.5x to be more aggressive in certain areas across our program and double down on the results they were providing.

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Steve Sickman - Marketing Director

