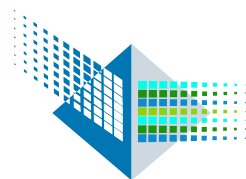


CASE STUDY

Accelerating Inbound Lead Generation and Sales Growth for Lightning Eliminators

Digital Marketing
Case Study



PRISM GROUP

Digital Marketing for Energy Innovation

SCENARIO

Lightning Eliminators and Consultants (LEC), a global leader in lightning protection solutions, faced stagnant growth in inbound leads and sales. Despite having innovative products like the patented Dissipation Array® System (DAS®) and Retractable Grounding Assembly® (RGA®), their digital presence and marketing efforts were not generating the volume or quality of leads needed to fuel expansion. The company's website was outdated, content was inconsistent, and LEC's unique and effective lightning protection solutions were not being presented effectively to the global market, diluting their position.

THE CHALLENGE

Lightning Eliminators needed to:

- **Increase inbound lead generation** through digital channels.
- **Improve the quality of leads** and conversion rates.
- **Strengthen brand visibility** and thought leadership in the industry.
- **Modernize digital marketing** and content strategies to support sales growth.
- **Optimize digital ad spending** to ensure investments were generating results.

SOLUTION

Lightning Eliminators partnered with Prism Group in September 2024 to overhaul their inbound marketing and sales enablement:

- **Strategic Messaging.** In collaboration with LEC, Prism Group led the effort to improve the company's brand identity and message platform with its Brand DNA™ Workshop, to clarify its Message Platform, including Brand Promise, Value Proposition and Brand Position (competitive differentiation) in an increasingly competitive market.
- **Website & Content Revamp.** Prism Group led a comprehensive refresh of the website content, optimizing key pages for SEO and user experience. Technical content was converted into engaging blogs, white papers, and case studies, driving organic traffic and positioning LEC as a thought leader in lightning protection and prevention.
- **Sales Enablement.** Regular meetings with sales team and Prism Group ensured marketing initiatives were aligned with sales priorities, enabling more effective follow-up and nurturing of prospects.
- **Targeted Content Marketing.** New focus was brought to marketing communications initiatives to target buyers in high potential industrial markets with LEC's most profitable and differentiated offerings.
- **Lead Generation & Conversion Tracking.** Conversion tracking was implemented in May 2025, enabling the team to measure and optimize marketing qualified leads (MQLs) from organic, paid and social channels.
- **PPC & SEO Optimization.** Prism Group redesigned Google Ads campaigns to attract only high-value prospects, resulting in lower advertising spend and improved lead quality.

The Results

Within five months, Lightning Eliminators achieved a measurable turnaround:

KPI	May 2025	Sept. 2025	%Change
Keywords on Page 1 of Google	84	122	+45%
AI Mentions (ChatGTP)	13	47	+261%
Google Ad Conversions	23	65	+182%
Cost per Google Ad Conversion	\$214.76	\$69.24	-68%
Digital Ad Spending	\$5,000	\$4,500	-10%
Number of "Total" Conversions	62	114	+84%
Social Media Page Views	121	250	+106%

- **Total monthly conversions (organic and paid) increased 84%.**
- Google Ads (paid) monthly conversions **increased 182%** even though **spending decreased by 10%** due to ads optimization, reducing the Cost per Conversion by 68%.
- Page 1 organic keywords (Google Search) increased by 45% from 84 to 122, driving increased visibility and conversions relative to competitors.
- AI Mentions increased dramatically by 261%, lending credibility and strengthening the company's Thought Leadership position.

REVENUE PROJECTIONS



Full year 2025 order bookings and revenue are expected to increase 15-20% above 2024 levels.

These results are attributed to more effective and efficient marketing communications aligned with refocused sales activity, PPC improvements, as well as project timing and organic growth.

The partnership with Prism Group positioned Lightning Eliminators for sustainable growth, enabling the sales team to accelerate the buyer journey and close more deals with high-value prospects.

Ready to transform your inbound lead generation and sales growth? Contact Prism Group to jumpstart your growth strategy and turn opportunity into results.

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