

Impact Vision Marketing

- Give your data a voice.

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Impact Vision Marketing specializes in translating complex website and campaign data into clear, actionable insights that drive business growth. By analyzing performance through tools like Google Analytics, we can bridge the gap between raw numbers and strategic decisions.

The focus is on uncovering what those metrics mean for engagement, brand visibility, and ROI. With Impact Vision Marketing, we give your data a voice that guides smarter marketing, sharper strategies, and measurable results.

Example Report: Strategic Recommendations, Action Plans, and Content Concepts

Introduction: The Value of Location Pages in Industrial B2B Marketing

In today's digitally driven sales cycle, **location pages serve as high-value entry points** for prospective customers. For WPI, these pages aren't just directory listings—they're vital brand touchpoints that introduce local expertise, build trust, and drive conversions. Whether a user is looking for parts, service, or support, the location page is often their first personalized interaction with the company's brand.

Our research shows that **even modest improvements to location pages—such as local imagery, service listings, and targeted CTAs—can significantly increase engagement and lead activity.** By enhancing content relevance at the regional level, WPI can better align with buyer intent, improve SEO, and activate underutilized markets.

This report outlines performance insights and provides practical recommendations for refreshing WPI's most visited and underperforming store pages to help drive business growth at the local level.

The ten locations used in this report serve as a test bed for implementing and measuring improvement ideas. Edison and Bryan are emphasized as examples that are discussed in this report.

Strategic Recommendations To Improve Local Visibility, Content Value, And Conversions

1. Boost Visual Appeal and Relevance

- Add **location-specific banner images**: A photo of the storefront, team, or equipment.
- Include a short **intro blurb from the local team lead or manager**: Adds human credibility.
- Embed a **map of the service radius**.

2. Cross-Link to Key Services and Parts

- Add smart CTAs linking to:
 - **Compression Services**
 - **Parts & Accessories**
 - **PowerGen Solutions**
- Example CTA: “Need standby power in Laredo? Explore our PowerHouse Generator line.”

3. Geo-Targeted Campaign Layer

- Use **LinkedIn Ads or Google Ads geo-targeting** for select underperforming areas (e.g., Bryan, Kilgore).
- Pair ad traffic with enhanced store pages that offer **downloads, promotions, or chat** support.

4. Add Location-Specific Downloadables

- “Capabilities Sheet for Fort St. John”
- “Compression Service Coverage in Edson”
- This helps improve engagement and supports SEO via file indexing.

5. Enable Chatbots or Quick Contact

- Add location-aware chatbot prompts like: “Looking for parts in Kilgore? We’ve got you covered. Start a quick quote.”

Prioritized Action Plan:

Priority	Action	Pages
High	Add visuals (consider store, equipment, team bios, Service Area map, and any specialties)	Edson, Bryan, and Richland Hills
Medium	Add service links (Parts, PowerGen, Contact)	10 test locations to leverage for all locations
Medium	Launch geo-promotion campaigns	Bryan, New Braunfels, Fort Smith
High	Enable chatbot or quick-lead forms	Laredo, Lake Charles, Kilgore
Low	Create PDFs/downloadables	Fort St. John, Brownsville, Edinburg

Example Concepts to Consider

Here's a mockup layout and draft content module for refreshed WPI Energy Systems location pages—designed to increase engagement and drive conversions by showcasing local relevance, service capabilities, and next steps for customers.

Hero Section (Localized + Branded)

- **Headline: Bryan, TX — Your Local Partner for Power, Parts & Performance**
- **Subhead:** Serving Texas with expert compression service, onsite power solutions, and genuine Waukesha® parts from a team that knows your operation.
- **Visual:**
 - Local facility photo or technician on-site
 - WPI + Waukesha co-branded visual
 - CTA Button: "Request Service" | "Get a Quote"

Services Section: What We Offer in Bryan, TX

- **Compression Services**
 - Troubleshooting & Overhaul
 - Waukesha® Engine Upgrades
 - Emissions Compliance
- **Power Generation (PowerHouse™)**
 - Standby & Prime Generators
 - Load Management Solutions
 - Emergency Rental Options
- **Parts & Accessories**
 - OEM & Aftermarket Parts
 - Same-day Local Pickup
 - Expert Sourcing Support

Local Team Spotlight

- **Meet Your Experts**
 - Photo + short intro for service manager or lead tech
 - Credentials or years of service
 - "What I like about serving Bryan clients..." quote
- **Image Gallery Module**
 - Photos of the location, trucks, technicians, control panels, or client installations
 - Optional: short captions with impact stats like "Completed 32 engine overhauls in 2024"
- **Why Choose WPI in Bryan?**
 - **Fast Response Times** – Service you can count on, right here in Brazos County
 - **WPI Expertise** – Over 100 years of compression and power systems knowledge
 - **Genuine Parts, Better Value** – OEM + cost-effective solutions
 - **Long-Term Reliability** – WPI supports the full lifecycle of your system