

## Situation

Since 2010, Hookset Enterprises has been a print-on-demand, drop-ship manufacturer of digitally-decorated plastic dinnerware in Wheeling, Illinois. Hookset currently employs 18 people. Before contacting the IMEC team, part of the MEP National Network™, Hookset had both of their websites audited and found that both needed significant work to generate better conversions. The website had recently been rebuilt, so Hookset was seeking assistance with SEO (search engine optimization) and back-end support. Opportunity struck when the team at Hookset Enterprises was introduced to the Cook County Manufacturing Reinvented grant program. With "expanded search engine optimization" one of the solutions for the grant, the Hookset team felt this was the right avenue for their company, and, shortly after, began work on optimizing their website.

## Solution

After connecting with the project managers at IMEC, part of the MEP National Network™, the work was off to the races. With the help of StratMarketing Group, a certified minority-owned business enterprise, the nine-month project began. The implementation of SEO practices in this project included Google business applications, social media work for SEO, and a full review and analysis report. The project began in December of 2023, and Hookset has already seen significant impacts, with over \$1,000,000 in sales resulting from this grant initiative.

## Results

- Retained Jobs: 14
- Retained Sales: \$950,000
- Cost Savings: \$90,000
- Total New Investment: \$5,000

*"This project was a HUGE success. The volume of new business leads coming in each day has increased dramatically, and our conversion rate of leads to new business is over 33%. StratMG and IMEC have been a great asset to our company."*

*Bill Rychel, Founder/CEO, Hookset Enterprises LLC*