

**Client:** SOHO Prospecting  
**Project:** Online Case Study  
**Objective:** Show Client's Successful Results



SOHO Prospecting provides marketing services for small businesses in many industries. Most of their clients are in southern California.

In the past, SOHO used a brief description of what they did for the client, and a testimonial quote as case studies. I suggested using more details in a compelling story. An effective case study should have a prospect nodding his head as he reads about a customer's problem, path to a solution, and success with the client's help. SOHO chose their successful marketing of J.C. Palomar, an emerging leader in environmental remediation., for a new case study.

J.C. Palomar's principal engineer told me how his desire for more clients led him to SOHO Prospecting. His outstanding results from a site he could track himself became the heart of the story.

SOHO was pleased with case studies that went far beyond their first ones to persuade new business customers.

**Ingredient 1** The title hints at SOHO's ability to help an environmental remediation company successfully enter a new market.

*Environmental Cleanup Goes Online*

**Ingredient 2** The copy defines environmental remediation and introduces J.C. Palomar. Then it follows J.C. Palomar's Chris Bason in his search for more clients than word of mouth was delivering.

*Environmental remediation is front page news around the world. After toxic spills threatened drinking water in the Songhua and Bei Rivers, China's environmental protection agency ordered cleanups at eleven heavily-polluting factories.*

*Closer to home, remediation experts J.C. Palomar recently finished a system to remove arsenic and rust from groundwater before it entered the water supply. The Orange County, California environmental construction firm has worked for Edwards Air Force Base, General Electric, Federal Express, and Exxon/Mobil. Along the way, they've tackled everything from heavy metal extraction from a former factory site to removing and replacing underground storage tanks for diesel fuel.*

*Most of J.C. Palomar's clients came through word of mouth and cold-calling. Engineer Chris Bason needed a website to pull more of them, and give them information about his company. And he needed a professional image for a brochure and the company logo on it. "When I was looking for web developers, everybody's design work was lacking. I wanted a technical look, but professional - more impressive, a clean look." His online search led him to SOHO Prospecting.*

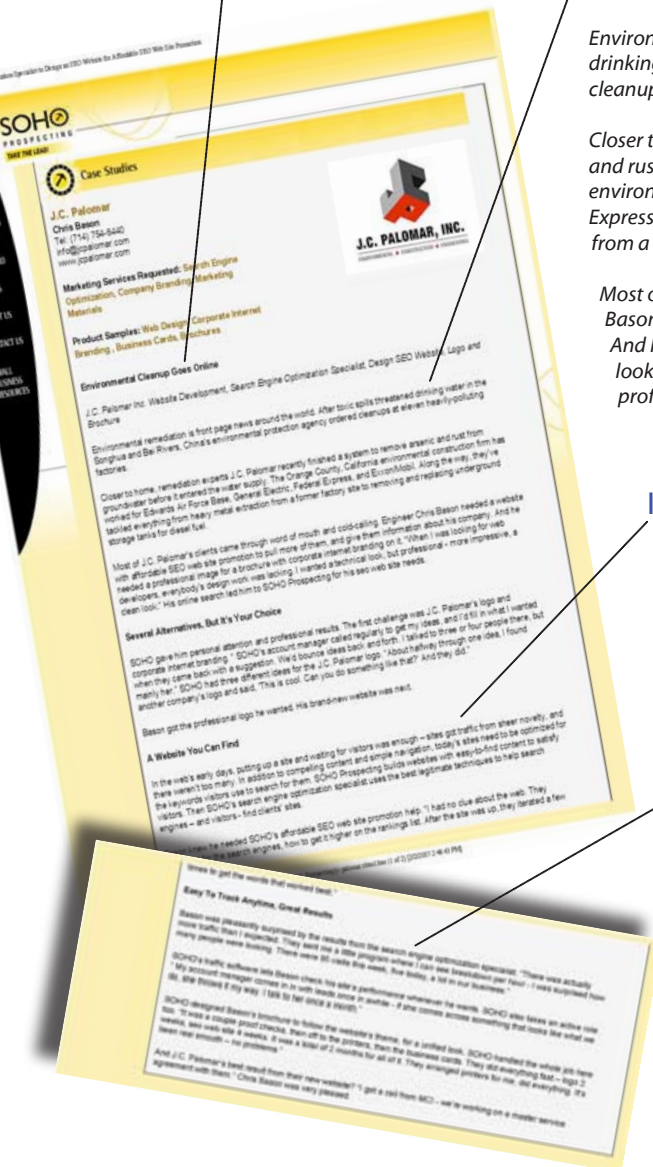
**Ingredient 3** The copy tells how SOHO Prospecting optimized J.C. Palomar's new site for search friendliness, and gave Bason a way to track visitors.

*Bason knew he needed SOHO's help. "I had no clue about the web. They optimized for the search engines, how to get it higher on the rankings list. After the site was up, they iterated a few times to get the words that worked best."*

**Ingredient 4** The copy concludes with Bason's reaction to the outstanding results from SOHO's services.

*Bason was pleasantly surprised by the results. "There was actually more traffic than I expected. They sent me a little program where I can see breakdown per hour - I was surprised how many people were looking. There were 95 visits this week, five today, a lot in our business."*

*And J.C. Palomar's best result from their new website? "I got a call from MCI - we're working on a master service agreement with them." Chris Bason was very pleased.*



**Mark Bohrer**  
Copywriter - Technical Author  
18479 McCoy Avenue  
Saratoga, CA 95070  
T 408.866.9405 F 408.871.8199  
www.precision-copywriting.com