

# CASE STUDY: MAR-KEE GROUP

## MAR-KEE GROUP GETS MORE ACTIVITY WITH CONVERSION-FRIENDLY WEBSITE



Richard Keeney and Staci Hazeur at The Mar-Kee Group

## Case Study

The Mar-Kee Group, a leading automotive sales training and consulting company, wasn't pleased with their previous website provider.

"It was too quiet around here before BIS Designs," said Richard Keeney, co-founder of The Mar-Kee Group.

When a BIS Designs representative stopped by, Keeney and his partner, David Martin, decided to meet with him. The fact that BIS Designs was a local web design and digital marketing firm really sold them.

Keeney and his marketing manager, Staci Hazeur, now have face-to-face quarterly meetings with the creative team at BIS Designs. In the meetings, BIS Designs proactively recognizes other successful avenues of marketing to aid in company growth. These suggestions give The Mar-Kee Group a competitive advantage in the market and keep them moving in the right direction.

As for their website, they're enjoying the activity its generating.

"Having a beautiful website is fine and dandy, but you want to be able to sell stuff because of its design and appeal. And that's what we've accomplished," said Keeney.

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*- Richard Keeney, Co-Founder  
of The Mar-Kee Group*

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