



INBOUND LEADS TRIPLED **WITH A KEY STRATEGIC PIVOT**

This is a story of how we helped Gabor Logistics pivot and take off in event logistics

[Read the full case study](#)

MEET GABOR FROM GABOR LOGISTICS

A thriving business challenging the event logistics industry in the UK

Gabor Logistics, a logistics business operating across the UK and Europe, was at a crossroads. Having built a solid reputation as a general parcel courier, Gabor, the founder, saw an opportunity to pivot his business towards events logistics. The challenge was not just operational but deeply rooted in the company's branding and marketing strategy.



THE CHALLENGE

Pigeonholed as a parcel courier company, but keen to break into event logistics

Gabor Logistics has long provided reliable parcel delivery services. the market for general courier services was saturated and highly competitive, leading to stagnant growth. Gabor identified a promising gap in the market—events logistics for industries that were after a specialised, high-touch and, customer centric service.

The pivot offered potential for sustainable growth, but the business required someone who could make that strategic shift in branding and messaging to help attract the right audience.



Marketing misdirected

The company's website and marketing materials still projected a parcel courier identity, which led to attracting irrelevant leads and wasted effort.



Financial strain

Resources were wasted on marketing efforts that did not generate viable new leads.



New strategic direction required

Without a marketing strategy and plan, the business struggled to communicate its new position in the market to prospects.

THE TURNING POINT





For a while, Gabor had been following Steve's daily B2B marketing insights on LinkedIn. After seeing tangible results from implementing Steve's advice independently, he reached out for a deeper partnership. Someone to help guide the Logistics through this critical strategic shift.

THE SOLUTION

Shifting perceptions in the market to attract the right customers

Gabor Logistics needed to shift market perception and position itself as a specialist events logistics service.

We addressed this by developing a new marketing strategy aligned with the new direction of the business, implementing new targeted messaging and an SEO strategy sure to reach the right customers through improving online visibility.

- **Brand positioning**
Website and marketing collateral updated to reflect the company's focus on event logistics.
- **SEO**
Increased search engine visibility with new targeted keywords, resulting in a higher quality of leads.
- **CRM system**
Enhanced lead tracking and conversion processes put in place.
- **Flexible schedule**
Recognising Gabor's busy schedule, Steve adapted his availability to maintain momentum.

RESULTS AT A GLANCE

33%

**Increase in organic
leads year on year**

62%

**Increase in organic
traffic in year on year**

16%

**Increase in domain
authority on Google**

WHY IT WORKED...

Buy-in, trust, and speed of execution

The story of Gabor Logistics is not just about a successful pivot but a testament to the power of strategic marketing and a strong partnership.

TESTIMONIAL

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Director of Gabor Logistics, Gabor Szalay

"Steve has helped transform our website into one that frequently generates inbound leads rather than a static brochure website. With Steve's help, our SEO has improved dramatically, and this has helped increase the revenue for the business with good quality leads. Steve advises us regularly on strategy and then implements this with the help of the team. I would recommend Steve to any business looking to grow."

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Are you looking for results like Gabor?



Schedule a FREE discovery call

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Here's just a few businesses we've helped grow with the VALUE Builder Method driving their lead machine

"WeAreSMC conducted a Marketing Strategy Workshop with us in October 2024, which has **helped bring clarity to the marketing of our business in 2025**. Their approach really helped us get more strategic with our marketing, and shortly after the workshop, we received a marketing strategy and plan that has given us direction for 2025. WeAreSMC has been working with our Marketing Manager to help execute the strategy and plan, **and we're already starting to see early results with our Google search rankings improving and bringing us qualified leads**. We're excited to continue working together as we build a brand that grows with the business."

Ben Duffy, Director at PKB Civils

"We have been working with WeAreSMC since the beginning of 2024, **they have helped us with strategy, planning and now generating leads for our business**. They have helped transform our website into one that **frequently generates inbound leads** rather than a static brochure website"

Gabor Szalay, Founder at Gabor Logistics

"Working with Steve on our google ads has enabled Ochiltree Joinery **to book out our diary over six months in advance**, helping us to steadily grow the business in 2025. What stood out was Steve's focus on reducing the cost per lead while maintaining strong lead quality and volume. If you're looking to get started with google ads for your business, **I'd highly recommend speaking with Steve.**"

Neil Blackburn, Director at Ochiltree Joinery Ltd