

Preferred Case Study: 2025 - 2026

From Best-Kept Secret to Found: How Preferred Built a Top-of-Funnel That Actually Works

Meet Preferred



Preferred (Preferred Communication Systems / Preferred Cybersecurity & IT) is a managed IT and cybersecurity provider based in Chicagoland. The

company has been in business for 37 years, holding a 98% client satisfaction rating and an 80% close rate once a prospect goes through an assessment. Growth has historically come from referrals and the founder's personal reputation, with revenue goals of \$5M and climbing toward \$10M.

Challenge

Preferred grew almost entirely on referrals and founder-led trust, with no marketing engine to reach anyone outside that circle. The website didn't communicate what made them different, and the market couldn't tell them apart from any other IT provider in Chicago.

Approach

Preferred engaged Duct Tape Marketing in October 2025 for a Strategy First™ engagement. Strategy came before any tactics — no website changes and no LinkedIn activity until the foundation was set.

Implementation:

- **Defined a narrow ideal client:** growth-minded small and mid-sized businesses in compliance-heavy industries, led by the executives who own the technology decision
- **Built a core positioning message:** the cybersecurity-first IT partner who belongs in the C-suite
- **Ran a competitive review** confirming the position was open in the Chicago market
- **Mapped the full customer journey** and named Know→Like as the priority gap
- **Built a documented 90-day plan** owned by Preferred, not the agency
- **Designed and launched a new website** built for the defined ideal client
- **Launched consistent LinkedIn, email, and content activity** to fill the top of the funnel

+39%

WEBSITE CONVERSIONS

+65%

ORGANIC SEARCH TRAFFIC

+485%

LINKEDIN IMPRESSIONS

+312%

LINKEDIN ENGAGEMENT

+418%

FACEBOOK ENGAGEMENT

+100%

GOOGLE SEARCH VISIBILITY

Results

From late September 2025 through mid-May 2026, compared to the same period a year earlier, Preferred saw:

- ✓ Website traffic up 39% – more of the right people arriving
- ✓ Organic search traffic up 65% – people finding Preferred on their own
- ✓ LinkedIn impressions up 485% – nearly 5x the reach among target executives
- ✓ LinkedIn engagement up 312% – not just seen, but interactions
- ✓ Facebook post engagement up 418% – people wanting more content
- ✓ Google Search visibility up 100% – built from a standing start

Solution

The most valuable outcome was that a top-of-funnel that used to sit empty is now working. Preferred walked away from the engagement with a defined ideal client, a differentiated message, a website built to convert, and proof that the awareness engine is running. The reputation they spent 37 years building can now travel beyond referrals. They own the map, and they know how to read it.

About Duct Tape Marketing

Duct Tape Marketing is built on one belief: marketing is the most important system in any small business. We've spent 20+ years developing a proven system that generates consistent leads, builds real brand authority, and delivers measurable growth for businesses just like yours.



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