



INDUSTRY

Software-as-a-Service (SaaS)

SERVICES PROVIDED

Content, PPC, SEO

**Over the last month,
we've reached new
levels of organic traffic
on our website, and
we're starting to see
higher conversion
rates from our pay-
per-click and landing
page efforts.**

Tyler Riddel

VP OF MARKETING

CLIENT

eSUB Construction Software is a cloud-based project management software-as-a-service company specializing in software apps that streamline field-to-office communication. They help subcontractors in the construction industry manage time-cards, daily reports, information requests, annotated image sharing, and corporate reporting.

01

Marketing Goals

eSUB had worked with other small, one-man shops before which had some experience in SEO and PPC. But they weren't generating a solid return on investment. They approached Directive Consulting to revamp their entire digital approach – starting from the very beginning in building a keyword strategy.

02

Directive Approach

We optimized their most profitable pages by targeting keywords that were further along in the buyer's journey. From there,

we built backlinks to build page authority and increase rankings. We used third-person ad copy to increase conversions from paid ads and decrease the perception of self-promotional advertisements. By increasing their digital presence via advanced retargeting campaigns, we were able to earn a 1:1 ROI, generating drastic sales growth.

03

Results

756%

GROWTH IN YOY
ORGANIC TRAFFIC

65%

DECREASE IN COST
PER LEAD

71%

INCREASE IN
ONLINE LEADS