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Technology Case Study

Find out how we helped CWPS
achieve a 400% increase in
sales-qualified leads.

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The Problem

CWPS previously had a marketing agency but was dissatisfied with their services for multiple reasons. First, the agency's management of CWPS's HubSpot account was not driving the results that the company wanted. They felt that they were not maximizing their investment in HubSpot and wanted to see more improvements than their agency was providing.

CWPS's second concern was that they were acquiring little-to-no new business and felt their marketing agency wasn't doing enough in terms of SEO to rank higher on search results pages. Finally, CWPS wasn't satisfied with the communication frequency and type of reporting their agency was doing, and felt that not much was provided in terms of strategy or analysis.

The Solution

To begin, SevenAtoms took over management of CWPS's HubSpot account and performed an SEO and content audit on their website, noting any missed SEO opportunities and gaps in content that needed to be filled. SevenAtoms used the audit as the basis for an inbound marketing strategy they created for CWPS, that involved identifying the best keywords, addressing SEO issues, generating blog post topics and premium content based on buyer personas. The team also sourced ways to leverage that content through social media, paid marketing and email campaigns. SevenAtoms and CWPS then agreed on a monthly analytics reporting system with specific goals and KPIs, for maximum transparency.

SevenAtoms started execution of the campaign by:

- Researching and identifying the best keywords for their website as well as blog posts
- Implementing on-page SEO changes and fixing several issues on their site and Google webmaster tools
- Identifying a method for segmenting leads based on their stage in the buyer's journey and executing lead nurturing email campaigns to target each segment
- Utilizing HubSpot's tools to maximize SEO and create optimized landing pages, web pages and Call-to-Actions
- Developing, publishing, and promoting blog posts and premium content on topics covering all stages of the buyers' journey
- Setting up a social media posting schedule to several accounts

- Setting up and managing LinkedIn Sponsored Updated campaigns to promote content assets to a targeted audience of IT professionals.

Conclusion

SevenAtoms' SEO and content marketing strategies led to increased traffic to the CWPS website in a very short timeframe, and improved both the number and quality of leads substantially. CWPS saw the following results:

- 26% increase in site traffic after only 3 months
- 3x increase in organic leads through their website
- 4x increase in sales-qualified leads
- Over 100 relevant keywords ranking in the top 10 search engine results, with 41 in the top 3
- Consistent outflow of content, including blogs and newsletters

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