

CHALLENGE

A service consultant with a growing clientele base needed to educate current and prospective clients regarding their services. Their objective of increasing client education would reduce lost time, further nurture client interest, and provide value differentiation from competitors.

SOLUTION

- Researched most common interest sources from current and prospective clients
- Compiled SEO research featuring keyword groups and long-tail search terms
- Initiated strategic development of content marketing efforts for optimal consumer education and lead generation purposes
- Developed and distributed educational content, including articles, newsletters, and social media posts on a weekly basis in conjunction with paid Inbound Marketing campaigns
- Adjusted weekly content in response to prospect interest and feedback

RESULTS

Their business grew from \$420,000 in revenue to over \$760,000 in one year.

Do you need engaging content to capture your audience's interest?

START A CONVERSATION

Disclaimer: This documented results of this case study are intended to illustrate potential results of similar content strategies and services and cannot be a guarantee of future results.