

Integrated content marketing lifted lead quality by 21%

Digital Marketing Consultant



Agency Business Member:
Sandy Perlman, Consultant

Industry:
Marketing

Company Size:
<30 employees

THE CHALLENGE

- How to capture and take advantage of the new ways to go to market.
- Documentation and processes to support existing workflows.
- Stay focused on generating as much revenue as possible.

THE SOLUTION

- Ready-to-use audits and templates to help with implementation, management and measurement.
- Checklists and guides to help facilitate writing briefs.

THE RESULTS

- 21% increase in lead quality.
- Saved time and help drive company collaboration and teamwork.
- Set up of accurate tracking via Google Analytics.

"Marketing today is far more complex than ever before. The constant addition of new technologies adds stress to any marketer, regardless of seniority.

I'm a marketing professional with over 26 years of experience working with technology-based startups and leading brands. I initially joined Smart Insights as a Business Member to help me better understand how to capture and take advantage of the new ways to go to market, and to continue to stay focused on generating as much revenue as possible.

When you're starting a consulting business, it's all about hustling. You're just trying to generate revenue however you can. But as my team grew, I knew that we needed more documentation and processes to support existing workflows.

The Smart Insights system of audits, templates and guides helped facilitate the implementation, management, and measurement of successful Facebook, LinkedIn, and Twitter campaigns. In particular, the Agency Growth Toolkit helped with processes and documentation for agency selection, managing requests for proposals (RFPs), and more.

The team had access to resources to help them optimize content and websites for search, report on campaigns using Google Analytics, and run successful PR, social media, and paid advertising campaigns.

Using the Content Marketing Strategy Guide, my team was able to create content that helped drive qualified leads to our website.

We saw a 21% lift in the quality of leads.

The guides helped my team get up-to-speed quickly and effectively on most marketing tools and programs.

The Digital Marketing Lead created a website brief and RFP document based off of the Smart Insights ESP buyers guide checklist.

These tools helped drive cross-company collaboration and were extremely helpful in reducing the amount of time spent with agencies explaining the scope of the project.

All agencies received the same information, so the agency selection process was simplified and provided the Executive team with a great overview of what was needed and which agencies met these needs. All bias was removed.

Smart Insights definitely made both myself and my team better at our jobs."