



CASE STUDY: INBOUND MARKETING

Marketing FORCE

Who: National Canadian Accounting Firm



The challenge:



1. To convert visitors who initially made contact but did not follow through with a consultation booking
2. To establish a secondary C-T-A to convert visitors acquired through all media whether ready to buy or not

Here's what we did:

- ✓ Developed a customized inbound marketing program that included 6 e-book offers
- ✓ Initial e-book offer developed to offer broad value targeting multiple target demographics
- ✓ Promoted initial e-book offer through a secondary C-T-A on website, landing pages, blog, email solicitations and social media
- ✓ In between email offers, we sent a non-branded solicitation email from the accounting team inviting the client to book a consultation



The result:

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The increase in conversion rates from 8% to 17%



The email base grew exponentially and customers expressed very positive feedback about the program

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% of leads in 2015 were as a result of the inbound marketing initiative

What our client had to say:

"Inbound marketing gave us a virtual sales force and it was remarkable how much long term value we have achieved through offering our customers extra value. In the end the cost of acquisition ended up being less than other conventional media and we got incredible value."