



## CASE STUDY: INBOUND MARKETING

**Marketing** FORCE

**Who:** National Provider of Online Electronic Court Forms

### The challenge:



To establish a plan to promote increased usage of the application by continuing to market to new users who had registered for the product but were not yet using it

### Here's what we did:

- ✓ Developed a customized inbound marketing program to ensure that the customer was consistently receiving a mix of content
- ✓ Content included: value content (e-books), training and promotional content
- ✓ We leveraged HubSpot to administer the program
- ✓ We used targeted campaigns to track spikes in specific form purchases



### The result:

- 14%+** users who downloaded at least one value content offer
- 28%** was the overall open rate of the email campaigns
- 18%** was the overall open rate of promotional email
- 26%** the percentage in overall product usage by the end of last year



### What our client had to say:

*"The major challenge we faced was after our client's initial purchase – retention and usage was our priority. The inbound marketing program has resulted in excellent feedback from our clients and whereas our old email newsletters had about a 4% open rate, customers want to receive our emails now. I highly recommend Marketing Force and their inbound marketing program to any company interested in ramping up retention, usage and repeat business."*