

## How an International Professional Services Company Grew Monthly Web Traffic by 1,567% through Sophisticated Content Marketing

A professional services company with a global footprint was struggling with low brand awareness and slowing business growth.

This international company was seeing minimal visits to their website, social pages, and blog. Without a strategy to generate new business, initiate-it was hired to develop and implement a lead generation program, structured around a comprehensive content marketing strategy, capable of providing leads to the 250 offices in operation.

Due to the development and implementation of the national branding campaign, the professional services company has generated over **two million dollars** in incremental sales revenue. With no increase in budget over the course of the campaign, initiate-it is able to achieve better results year after year through optimization, testing, and knowledge of the evolving digital landscape. initiate-it has positioned their client for continued growth in the future.

*Over the course of the six-year and ongoing relationship, initiate-it:*

**1** Implemented a blog program to increase search rankings and to help drive traffic to the website. Since the start of the national branding campaign, the company's web traffic has increased from 9,000 unique visitors per month to **150,000 unique visitors per month**.

**2** Revamped the organization's social media program, which **grew their follower base across social channels by 2,732%**. This program included content development specific to each social platform that is sharable and resonates with the client's audience.

**3** Tested messaging and creative through digital advertising to achieve the highest number of conversions at the lowest cost per acquisition. **initiate-it generated 90,000 qualified leads, which has resulted in triple-digit growth in conversions** since the start of the national branding campaign.

**1,567%**  
**growth in web traffic**

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**4** Introduced a CRM platform, lead generation program, and email marketing funnels to nurture individuals who have shown interest in the brand and downloaded a free report. **As a result, over 10,000 qualified leads were distributed to the local offices.**

**5** **Developed a business intelligence reporting dashboard to drive marketing decisions.** Optimization of the digital advertising campaigns and lead generation program remains a key element for continued success.

**If you're part of a professional services company that could benefit from a further discussion of how you can see these same results, contact us today and let's talk.**

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