

CASE STUDY

Increasing MQLs and website traffic



BE TOTAL SOLUTIONS

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CHALLENGE: The business development team did not have effective tools to provide follow up information; the communications team did not have a way to provide information to the media; and the marketing team did not have the ability to drive leads.

STRATEGY: Create a digital hub - a new website to drive CTAs and QR codes; host videos and other content (press releases, media kits, etc); and to drive MQLs through SEO and search.

RESULTS: Increased visits by 40%; increased MQLs 150%; and average user visit increased to 3 minutes, indicating users spending time to view content.

