

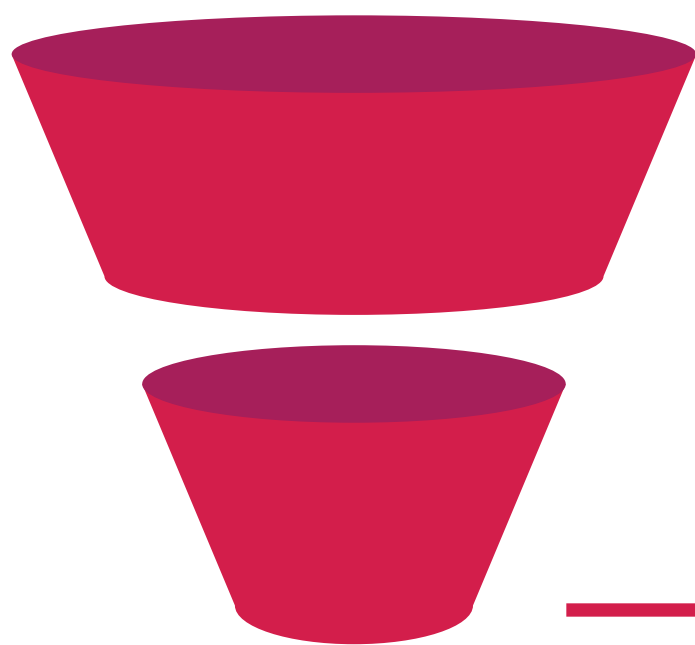


How We Grew a B2B Fintech Company by \$200k ARR in 6 Months



5 Challenges Holding Our Client Back

1. They were mostly growing through cold calling, which has a low demo-to-customer conversion rate.



Only 46% of demos booked show up to the demo

Only 35% become customers

2. They were producing blog content without an SEO strategy, so their content wasn't reaching their audience or generating demos.
3. They weren't creating content that'd help them break into new industries.

4. Most traffic coming in was from branded search, so they weren't generating new leads from organic search.

76 pages Total traffic: 5.1K 14 Jun 2021 Don't compare SERP titles API Export

URL	Traffic	Value	Keywords	Top keyword	Volume	Position
https://[redacted].com/	2,513 49.6%	\$6.5K	6	[redacted]	3.3K	1
https://www.[redacted].com/	1,672 33.0%	\$6.2K	175	[redacted]	1.7K	1
https://dashboard.[redacted].com/	400 7.9%	\$533	11	[redacted] login	500	1
https://www.[redacted].com/about-us	183 3.6%	\$527	7	[redacted]	3.3K	1
https://www.[redacted].com/industries/restaurants	94 1.9%	\$171	11	[redacted] login	500	4
https://beta-api.[redacted].com/login/?next=/oauth/authorize/?response_type=code&client_id=2jRmmaRH3VBYf7Ghq6BgBs94FYmue4FBu18rNroO&redirect_uri=https%3A//34.200.153.52/accounts/login/%3Fnext%3D%252F	63 1.2%	N/A	1	[redacted] login	500	3
https://www.[redacted].com/features/[redacted]management	47 0.9%	\$1.2	7	[redacted] login	500	5
https://www.[redacted].com/features/[redacted]	43 0.8%	\$167	7	[redacted]	1.7K	1
https://www.[redacted].com/blog/why-restaurant-[redacted]ifferent	12 0.2%	\$1.2	3	[redacted] restaurant	80	2
https://www.[redacted].com/blog/what-are-[redacted]-and-why-should-finance-teams-use-them	9 0.2%	\$10	10	[redacted]	1.4K	17

5. They didn't have enough time to consistently create content.



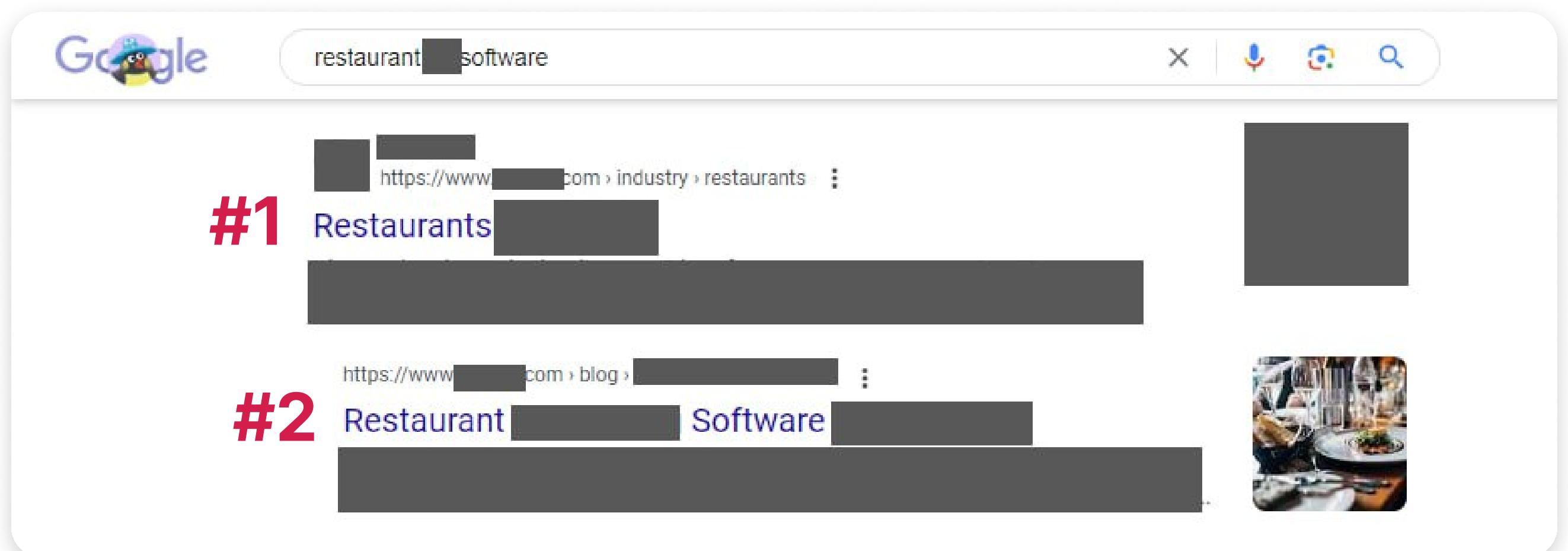
Our Strategy to Dominate Google Search Results Industry-By-Industry

Step 1

Onboard with an interview to understand their sales, product, and customers.

Step 2

Prioritize creating content for one industry at a time to build topical authority.



We created 10+ blog posts for each of their key industries to build topical authority.

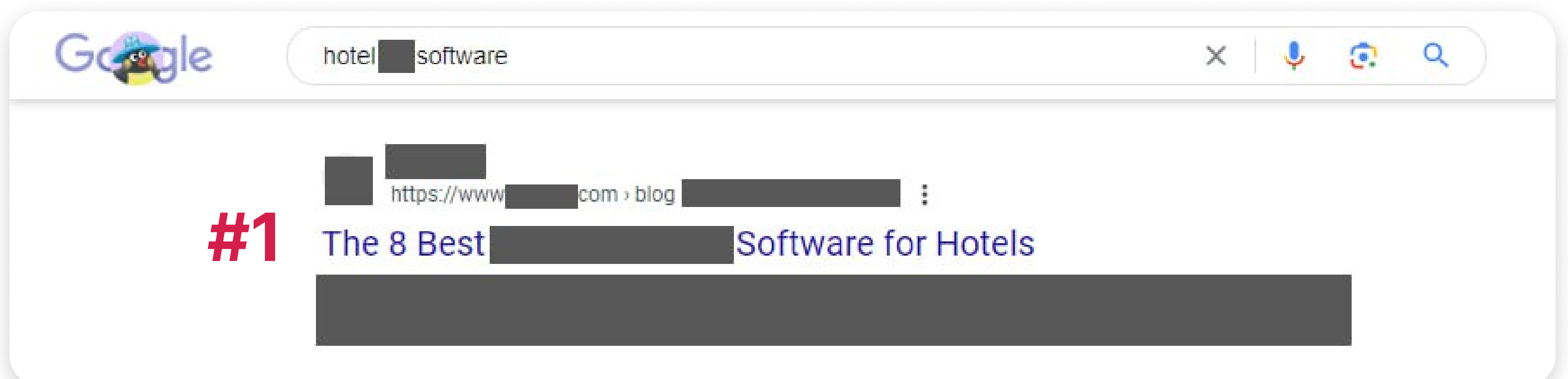


Step 3

Target buyer-intent or pain point topics that cause customers to buy.

Step 4

Scale horizontally into other similar industries.



How We Created Customer-Focused Content

Step 1

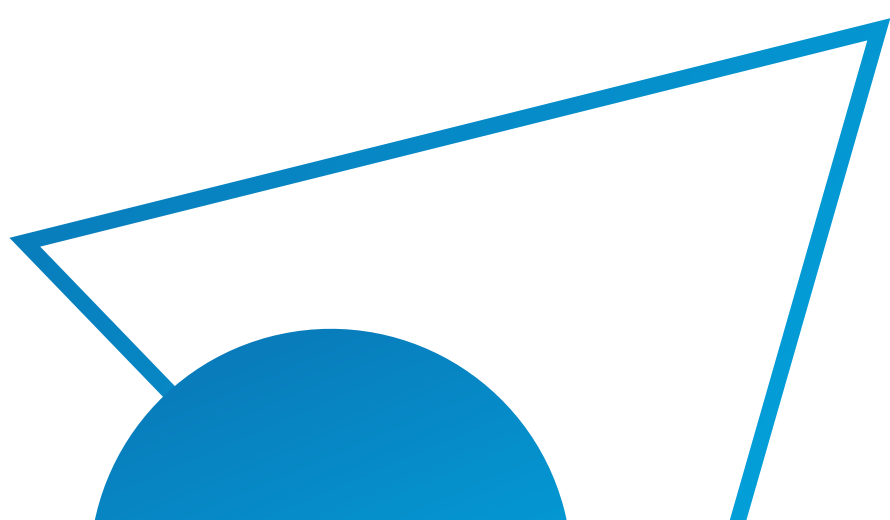
We interviewed internal experts to create detailed outlines. If they didn't have experience in an industry, we'd hire 3rd party experts.

Step 2

Their industry was boring, so we spiced up the content with infographics to make it more readable.

Step 3

We quickly adapted to their team's feedback to make our content better fit their industry.



This was the result...

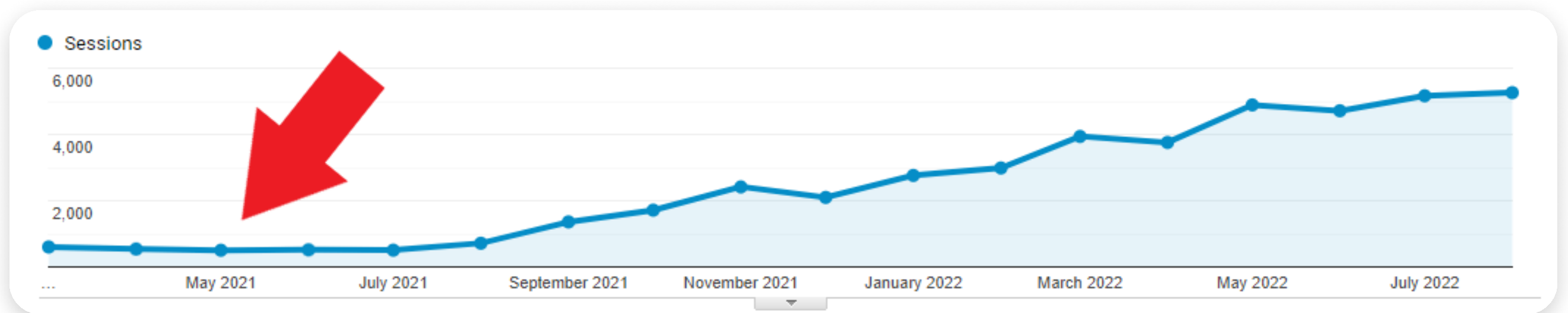
Here's what their marketing team said was the **minimum** revenue attributed from working with us **in just H1 of 2022**:

\$200,000 ARR
was generated from SEO

\$64,000 ARR
was generated directly
from our blog posts

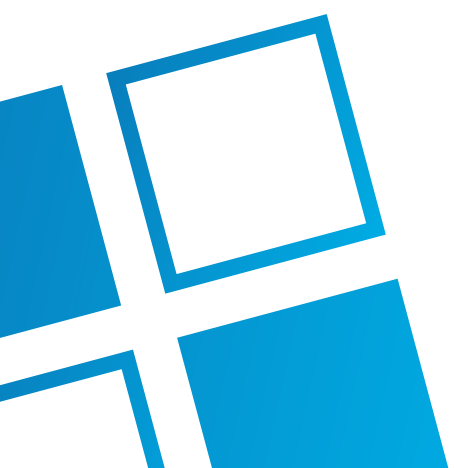


Revenue was our top priority, but we also:



MCF Channel Grouping ?	Last Interaction		First Interaction	
	Conversions ? ↓	Conversion Value ?	Conversions ?	Conversion Value ?
1. Direct	584.00 (41.27%)	\$0.00 (0.00%)	434.00 (30.67%)	\$0.00 (0.00%)
2. Organic Search	410.00 (28.98%)	\$0.00 (0.00%)	552.00 (39.01%)	\$0.00 (0.00%)
3. Paid Search	316.00 (22.33%)	\$0.00 (0.00%)	354.00 (25.02%)	\$0.00 (0.00%)
4. Referral	88.00 (6.22%)	\$0.00 (0.00%)	63.00 (4.45%)	\$0.00 (0.00%)

- Grew monthly blog visitors from 613 to 5,555 in a year
- Helped generate 552 demos in a year
- Enabled sales reps to build trust with prospects in new industries
- Generated more qualified leads than outbound (71% of demos generated from SEO became customers vs. 35% from outbound)





Want to get similar results as our client in this case study?

Schedule a discovery session on our website.
We'll be happy to send you in the right direction whether we work together or not. 😊

