

Evidence-based Marketing...

750% increase in website leads

Customer Success Story

- More than 750% increase in website leads
- 30% increase in average session duration
- 28.56% decrease in bounce rate



smartprint.com

The Client

SmartPrint a the leading Managed Print Services firm in Canada. They help large corporate clients with 100+ employees gain control of their complex print environments through the assessment, enhancement and management of their print infrastructure. This approach is designed to drive down costs and maximize document management and printing efficiencies.

Despite their strong position in the Canadian market, very few leads were being generated via the SmartPrint website - on average, 1 lead was being generated every few months.

The Opportunity

Service or product-based companies tend to focus their website content on their products instead of their buyers. Product-focused content that is not organized to support a logical visitor flow makes a website confusing to visitors – disjointed product information does not guide a prospect through the buyer journey. As well, the website did not have enough calls-to-action for visitors to perform, which resulted in lost opportunities for SmartPrint to engage their visitors and generate and nurture leads.

Marketing CoPilot used their methodology for developing buyer-centric content to enable SmartPrint to identify who their ideal customers were and the steps they take during the buyer journey. As a result, we helped them develop content that reflected SmartPrint's value proposition and business problems.

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The Execution

Marketing CoPilot worked with SmartPrint's sales team to create strategically placed calls-to-action throughout the website, and develop and publish new content on a regular basis. We then analyzed the website data on a monthly basis to determine which calls-to-action were being performed, identify the pages they were being performed on and the path visitors were taking before performing calls-to-action and converting into leads.

As a result of this analysis, we determined that industry-specific content and case studies were key areas of the site that people visited before performing calls-to-action. This confirmed our belief that this type of content was instrumental in generating and nurturing leads, so we continued to produce and publish more industry-specific content and case studies.

The Results

Better lead generation by creating strategically placed CTAs and buyer-centric content

One year after launching the new website, SmartPrint has witnessed a significant increase in visitor engagement and website leads.

- Leads generated through the website increased by more than 750%.
- The Average Session Duration increased by 30%, indicating a higher level of engagement among visitors.
- The Bounce Rate decreased by 28.56%, indicating that more visitors are engaging with the website content instead of abandoning the site after viewing only one page.



“Marketing CoPilot has been instrumental in helping us develop buyer-centric content that resonates with our ideal customers. We have already witnessed a significant increase in the level of visitor engagement and an exponential increase in the number of leads generated by the website. Marketing CoPilot has also provided invaluable coaching on how to use Social Media channels to drive quality traffic to our website. Prior to the new website and their coaching, Social Media did not drive any traffic to our website and now LinkedIn and Twitter are not only driving traffic, they are also resulting in lead generation.”

- Rob Farrell, VP of Sales & Marketing, SmartPrint

Start driving more leads and sales.
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