

HOW A TECHNOLOGY COMPANY GAINED 10X ROI BY REVAMPING THEIR DIGITAL MARKETING STRATEGY



"With the best of technological innovations we were unable to make a mark across the global market. Thanks to Lake B2B, they revamped our digital marketing strategy that helped us make huge benefits, both in terms of revenue and prospect engagement"

-David Jacob, Operations Manager

Industry : CRM Software Company
Location: Dallas, USA

60%

increase in prospect engagement

80%

increase in website leads

300K

revenue growth in the very first quarter



CLIENT

The client develops, manages and offers its proprietary, innovative, and highly versatile on-demand (web-based) Customer Relationship Management Software ("CRM") to companies across a wide range of industries. The 30+ year old brand has majority of its customers located in USA and Europe.



CHALLENGES

With focus predominantly on their products and services, the client lacked a digital marketing presence. The website was outdated and not user friendly. The client suffered a massive hit in the form fills as against the website visits due to the site layout and messaging. They were in need of a user friendly website along with SEO promotions that could optimize their brand presence and overall business performance.



SOLUTIONS OFFERED

SEO FRIENDLY WEBSITE REDESIGN & DEVELOPMENT

- The brand was given a new facelift with a new logo and new brand colors
- A user friendly site with an easy navigation was created
- Document branding guidelines for design and content were fixed
- Site Migration to a CMS (Word Press) Platform

SEO BASED CONTENT PROMOTIONS

- Engaging & relevant search engine-optimized content was created
- Website content & Blog management
- Newsletter subscriptions & Social media promotions



BUSINESS BENEFITS

Website traffic increased exponentially

Greater percentage of form fill completions and leads ratio

The design and content structure improved branding

Engaged target audience with improved social media strategies

Increased brand visibility and customer engagement

30K revenue increase in just 3 months