

CASE STUDY

# Inbound Marketing Case Study

Managed Service Provider in Seattle

**Learn how a Seattle managed service provider (MSP) sees a 3x increase in leads from their website after working with BigOrange Marketing.**

Watch the Video at [https://youtu.be/D\\_8QD\\_s\\_n34](https://youtu.be/D_8QD_s_n34)

## The Challenge

The MSP was managing marketing with in-house resources that are pulled in many directions, including client support. Although these are the experts on the subject and industry, there was not enough time for them to focus on marketing. Due to this, the firm was not being found on Google and overall the MSP was not satisfied with their traffic and lead generation.

## The Solution

Marketing an IT services firm requires a strong, ongoing effort to produce results. BigOrange Marketing's team of seasoned pros stepped in to help SWAT Systems do a StoryBrand website refresh, implement a future-proofed SEO strategy, plus put a strategic marketing plan (and the resources to stay focused) in place.

Even though BigOrange Marketing is in Cincinnati, and the client is in Seattle, we were able to hire a photographer to capture authentic images that tell the MSP's stories.

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In a world full of the same stock photos being used to communicate IT or technology solutions, this instantly sets their brand apart.

Our ongoing marketing plan includes generating original topics, resources and writing content from interviews with their thought leaders. Citations and Google ads are in place to further promote the inbound and content marketing effort.

### The Results

In only 4 months, website traffic has increased 50% and there has been a 3x increase in leads coming in through the MSP firm's website. That's not all – the MSP firm added a sales lead to their team. Sales and marketing processes are in place using the HubSpot CRM to monitor employee activity with leads and customers, plus see what business is won, lost and measure the ROI.

With the SEO strategy in place the IT services firm is now ranking on page 1 of Google for five key terms and on their way to rank for more. The client is highly satisfied with our work and recently added paid LinkedIn campaigns to their plan to further amplify content and generate leads.

