

CASE STUDY

Content Marketing Case Study

StoryBrand Site for Miami MSP

Learn how a Miami, Florida MSP firm is gaining new prospects thanks to their improved website and content marketing.

Watch the Video at <https://youtu.be/hSoDruS-jA0>

The Challenge

A Miami IT services company was struggling to manage their website and keep the content relevant. The firm has been a trusted name in Miami-Dade County for over 20 years, but their site was outdated, missing key information and the team didn't have the capacity to update and manage it. It also was not using SEO best practices. The website wasn't drawing in prospects or capturing leads for the business. Additionally, their website did not accurately demonstrate their capabilities. It's creation had been focused on what their website looked like at the expense of its content and they were lacking a strong presence on marketing channels.

The Solution

BigOrange did a full website redesign and content strategy for Internos at the beginning of 2021. We provided the web strategy, design and original content. The website now has a clear message for its visitors: IT support is user-friendly.

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"Before we started working with BigOrange, we had some marketing struggles. It was difficult to communicate who we were and get our reach out. We were grateful for their ability to tell our story, not from the point of view of ourselves, but from that of our prospects and clients so they can understand the value we bring to the table." - Jairo Avila, Internos Partner.

The site portrays Internos' passion for helping businesses grow and thrive and clearly answers "Why Internos?". The "Do IT Right" blog allows for original thought leadership. Happy with the results of their website, Internos has also partnered with BigOrange for ongoing content.

The Results

Designing the Internos website has led to a multi-year continuous partnership. The Story Brand website was built on time and on budget. By clarifying their messaging to resonate with their clients, we have been able to get leads and help Internos grow. Our efforts have been able to organically grow their reach, with significant gain in search results. Last year alone, our client saw a 2X increase in SEO.

"BigOrange has taught us that marketing isn't this thing you can do one time; it requires nurturing, continuous assistance. They continually help us grow. It has been a pleasure working with their entire team. They are always very cheerful and always bring a great energy. You can tell they are excited to help you and be part of what you're doing." - Jairo Avila, Internos Partner.

