



**Stratus Interactive**

**INBOUND  
MARKETING**

**INBOUND CAMPAIGN INCREASES SITE  
CONVERSIONS BY 375% IN 45 DAYS**

**Case Study by Stratus Interactive**

Creative  
CONCEPT

Ideas!

SOCIAL MEDIA

# THE CLIENT

Substitute Teacher Service, Inc. (STS) is the largest employer and provider of substitute teachers and paraprofessionals in Pennsylvania. STS currently supplies personnel to over 60 school districts throughout the state. Their recruiting efforts place over 7,000+ teaching professionals and paraprofessionals at any given time. STS works with Intermediate Units to develop programs for their employees that help them meet state mandates, acquire training and other services they need in order to be successful. Their dedication to the placement of substitute teachers goes beyond simply filling vacancies, but instead they believe that substitute teachers are an important foundation of any successful district and they seek to move the profession forward.



# 23,000+ VISITORS, BUT ONLY 0.4% CONVERSION RATE

## IDENTIFYING THE CHALLENGE

Substitute Teacher Service engaged with Stratus Interactive (Stratus) in the summer of 2015 with a very specific goal in mind: **they needed more substitute teachers to ensure every school district substitute request could be fulfilled at any given time.** After initial discovery conversations with STS, Stratus recommended an integrated media and marketing plan that leveraged the marketing automation and analytics capabilities of HubSpot, STS agreed that an integrated approach to attracting and closing new substitute teacher candidates made sense and the next step for Stratus was development and execution of a multi-channel strategic plan that included restructuring the client's existing website.

Upon completion of a new user-experience optimized website, Stratus' next focus was creating marketing opportunities to increase the number of applicants STS was receiving for open substitute teacher positions. With clear analytics from HubSpot, the Stratus team noticed very quickly that traffic was not an immediate issue for STS. With well over 23,000+ visits a month, many of them from branded searches and relevant organic search terms, it was clear that STS had done a strong amount of branding and awareness-building on their own. The challenge didn't lie in driving traffic but instead in the 0.4% conversion rate from visitors to contacts.

# STRATEGIZING THE SOLUTION

With branded and organic keyword data that indicated highly-qualified traffic, Stratus believed STS' poor conversion rates were the result of a crucial missing step for the interested visitor. When visiting the site for more information, the only option they had was to apply. For visitors not quite ready for a commitment like filling out an application, they had no real option but to simply leave the site after hopping from page to page seeking info. After reviewing the historical data, STS's buyer personas, and common search trends, Stratus created a decision stage offer called "***Get Started Substituting in Pennsylvania Today.***" The offer was designed to eliminate the guesswork about what next steps would be for someone interested in learning more and applying to become a substitute in the state of Pennsylvania.

The Stratus team interviewed STS stakeholders and compiled research to create content for a digital eBook, print-ready eBook, and easy to follow checklist. The offer also featured three automatic emails that would trigger once a visitor downloaded the guide. Each email was designed to strengthen the relationship between the lead and STS and ultimately work to close that lead into a substitute teacher.



# REVIEWING THE RESULTS

Stratus launched the *“Get Started”* offer on STS’ website and immediately began to promote the offer via calls-to-action on STS’ blog and through social media posts. Stratus also recommended that the offer be added to the Job Postings website page, a site page that received ample traffic, but very few conversions. Within 72 hours of launch, the decision offer had produced 34 new leads for STS. After the first full 45 days of running, the *“Get Started”* campaign has brought in 236 new leads. Through this campaign, Stratus increased their overall site conversion rate 375%.

“This is the true power of inbound,” says Stratus Interactive CEO, Kymberly Robinson, “Through our think-before-do methodology, I challenge our team to think smart and make every decision count toward reaching our clients’ goals. We were successful in first understanding our client, their customer, and what they both needed to make a connection. We’re extremely proud of our partnership with JR, his team and the successes that we’ve accomplished together.”



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**375%**

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