

inboundMarketing

CASE STUDY: Quick Start with Hiregy Staffing Agency

Hiregy successfully converted their old blog to the new HubSpot blogging tool, and all blog posts and landing pages were optimized for search. This was effectively done in less than 30 days and has contributed to immediately strengthening their communication and email marketing campaigns with both current and past clients, as well as new prospects.



The Problem:

Hiregy is a Tampa-based staffing and recruitment agency. When they teamed up with The Center for Sales Strategy they already had a website and blog, but were **looking for that strategic partner** to help them take it to the next level, and start generating real results.

They already understood how inbound marketing could help them develop thought leadership and provide those much needed leads, however they just weren't seeing the results they wanted with their current inbound marketing efforts. Their visitors and page views were high, but **lead conversion wasn't where they wanted it to be.**



The Process:

The first 30 days consisted of a thorough **ROI Analysis** to determine what type of results were needed to achieve success, and an **in-depth analysis of their current inbound marketing program.**

Together they uncovered the primary and secondary target personas, reviewed and optimized their existing keyword strategy, created a blog pledge, established blog roles and responsibilities, and got a jumpstart on developing a long list of blog post and premium content ideas.

The old blog would be easily converted to the new HubSpot software through **HubSpot's "skinning" process, ensuring the new blog matched the current websites design and layout** without needing any additional website design. A plan was put in place to import and optimize all of the old blog posts, without skipping a beat.



The Plan:

Over the next 30 days the Hiregy team worked hard at creating new posts and premium content quickly, to ensure a funnel of content was available and ready for publication in time for the launch.

With the help of The Center for Sales Strategy, they were able to **quickly facilitate the design of the new blog**, import and optimize their old blog posts, create new landing pages and contact forms with the HubSpot software for more in-depth tracking, and prepare their website for the launch of their new blog. **A social strategy was also put into place to help promote the blog** and extend their reach to current and potential customers.

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The Performance:

The most successful aspect of Hiregy's quick start story was **their ability to fully launch their new blog in less than 30 days!** The Hiregy team experienced some early successes by engaging current clients with their new premium content and expanding their reach by tapping into their current database in order to extend their inbound marketing efforts.



PEOPLE:

This quick launch is mostly due to the dedicated Hiregy blog staff jumping right in from day one to produce quality content, including a brand new piece of premium content. The Hiregy team actively participated in the inbound marketing process from the very beginning.



HUBSPOT:

They've especially seen success utilizing the HubSpot CMS platform to communicate their message with current, past, and potential clients already in their internal database. This has not only helped them develop a stronger identity as a thought leader in their industry, but it has also led to better tracking and analytics for improved sales efforts.



LEAD NURTURING:

In one instance Shaun Androff, VP of Client Relations, promoted a new piece of premium content through some simple email marketing. By tapping into their already established communication rapport with their database of clients and prospects – it only took a simple email, sent out to about 550 contacts, to generate over 160 downloads almost immediately. While some were existing clients, it was still a valuable tool to get them interacting with the new blog and exploring their resources.

Shaun shares that, *"Keeping it simple and to the point, while providing highly targeted, localized content that our audience cares about is what helped with the success of this email campaign."*



SOCIAL MEDIA:

In such a short time they've also seen a rise in traffic from sources across the board, especially social media, by using the HubSpot social media posting tools and auto-publishing options available to them. They've increased engagement on social media and increased lead conversion overall through these efforts.