



**Inbound Marketing Strategy Case
Studies:
The Priceless Download**

Executive Summary

As an inbound marketer, we all know the importance of blogging. It is one of the pillars of the inbound strategy. When done correctly, a consistent blog fulfills many important roles, not the least of which is SEO and social engagement. However, what about conversion content? This is the your most valuable and informative content; what someone is willing to part with their contact info to access. This premium (or freemium) content represents an inbound marketer's holy grail: **Leads**.

Premium content is presented often as a case study, tip sheet or how-to guide. However, over time, working with companies and websites on their content strategy, we've indentified one of the most easy-to-miss, straightforward, effective yet controversial download strategies: **Price**.

In the following two case studies, Affordablelanguageservices.com and SportCourtEast.com, we demonstrate with examples and empirical data the levels of success you can achieve when pricing downloads are introduced onto a website. Use these examples as a guide for your own website's inbound marketing download implementation.

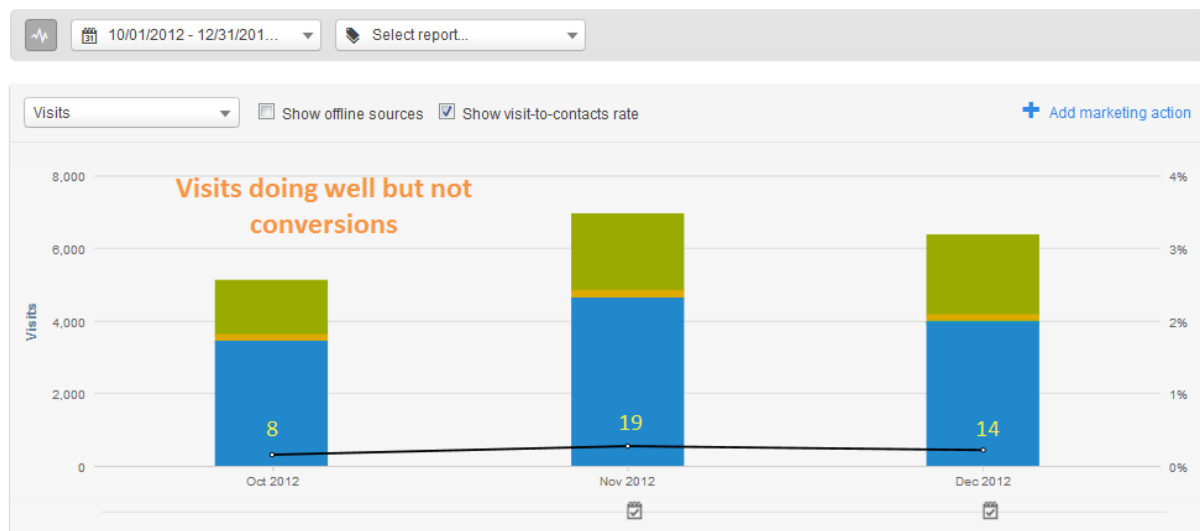
Case Study #1: AffordableLanguageServices.com

AffordableLanguageServices.com (ALS) is a language translation company targeting primarily businesses, manufacturers and medical entities such as hospitals. When they sought out Optimize 3.0 they had been on the Hubspot platform for three months. The results were not overwhelming. They were thinking of churning off the service. We engaged with them to analyze how we could improve their conversion rates.

What We Found

Using Hubspot's Sources tools we quickly isolates their issues. Their conversion rate was sorely lacking and this was directly related to a dearth of conversion opportunities on their site.

Sources



Only 41 leads from 18,433 visits for a conversion rate of .2%. A major issue.

Strategy

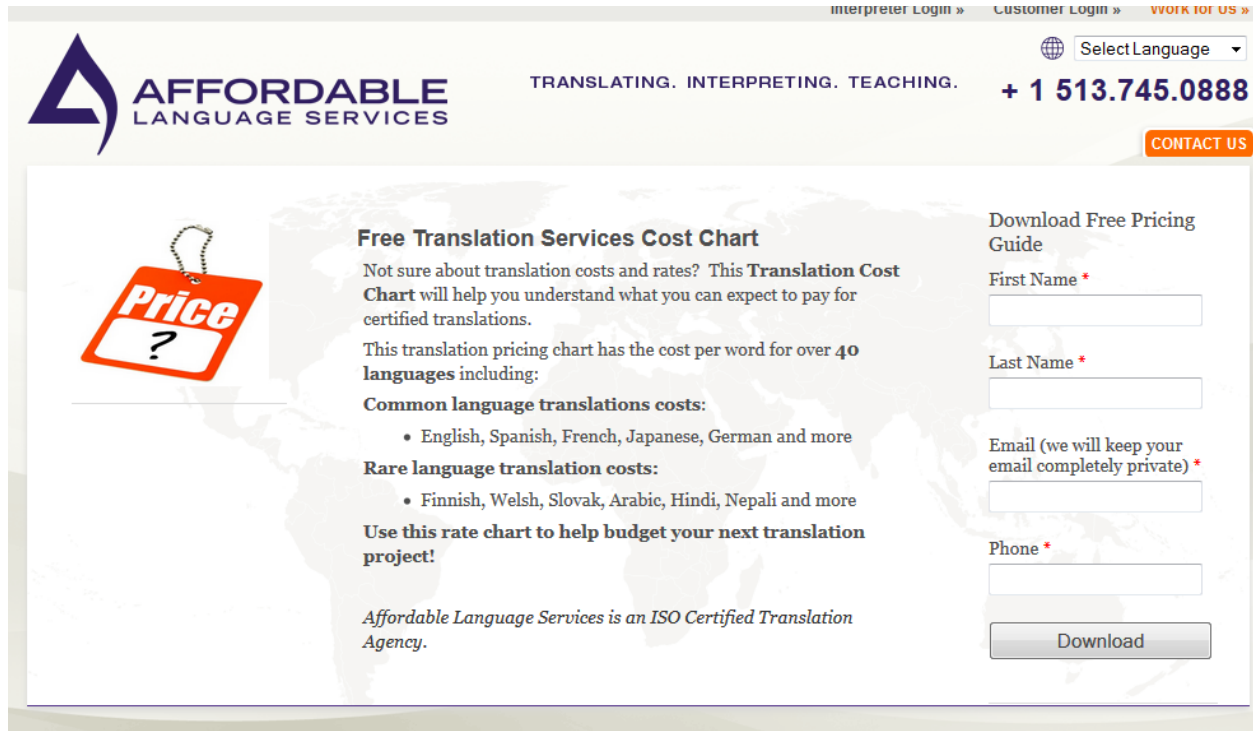
After discussing the types of buyers that ALS targets we determined that while not industry standard, they could create a **Price Chart** for common and rare translations on a cost per word basis. We decided not to put this onto the website directly, but as a download so that we could capture leads.

We followed these steps:

- Build price chart as a download
- Build landing page
- Optimize landing page for price related terms

- Make the price chart as prominent as possible on every page and the home page
- Support price chart with blog post(s)
- Added a discount offer to the workflow (since we know these leads are price conscious)
- Add to newsletter update

Pricing Chart Landing Page <http://www.affordablelanguageservices.com/translation-costs/>:



interpreter Login » Customer Login » WORK FOR US »

AFFORDABLE
LANGUAGE SERVICES

TRANSLATING. INTERPRETING. TEACHING.

+ 1 513.745.0888

CONTACT US

Select Language

Free Translation Services Cost Chart

Not sure about translation costs and rates? This **Translation Cost Chart** will help you understand what you can expect to pay for certified translations.

This translation pricing chart has the cost per word for over **40 languages** including:

Common language translations costs:

- English, Spanish, French, Japanese, German and more

Rare language translation costs:

- Finnish, Welsh, Slovak, Arabic, Hindi, Nepali and more

Use this rate chart to help budget your next translation project!

Affordable Language Services is an ISO Certified Translation Agency.

Download Free Pricing Guide

First Name *

Last Name *

Email (we will keep your email completely private) *

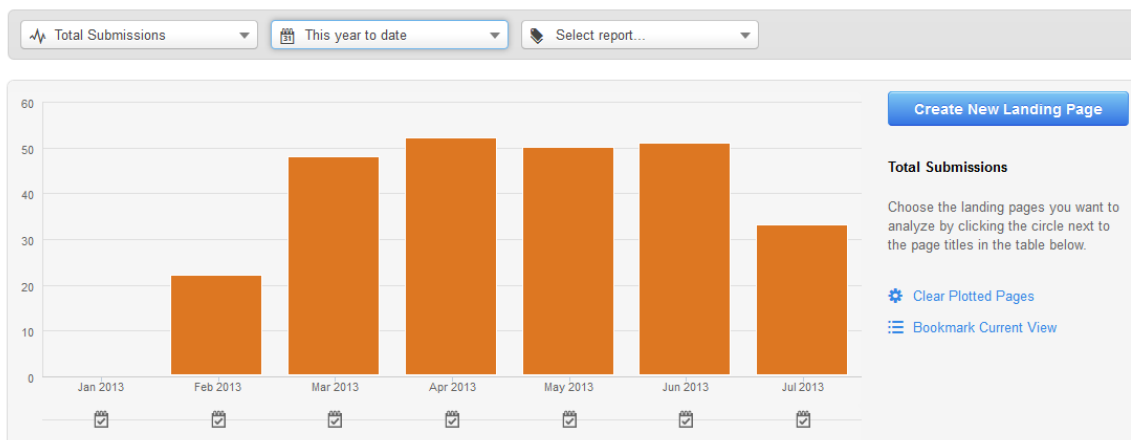
Phone *

Download

Results

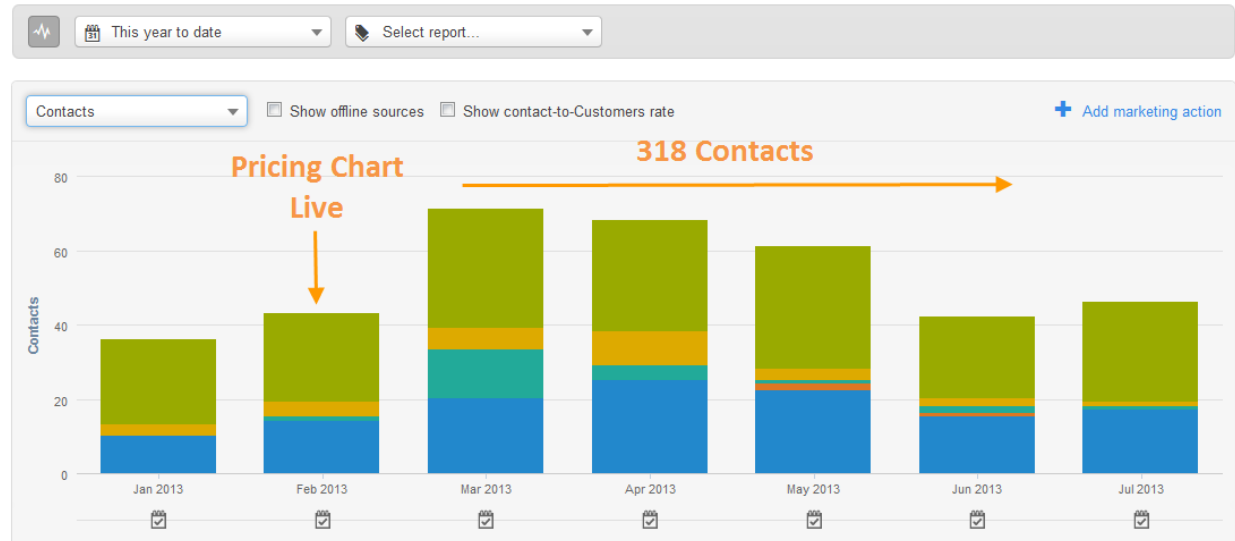
The price chart went live in mid February 2013 and has garnered 256 total submissions as of mid July 2013 with a 14% conversion rate.

Landing Pages

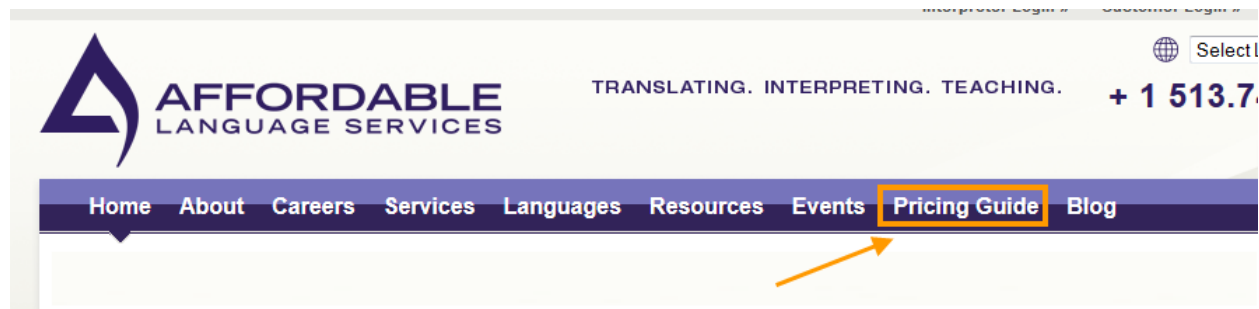


Overall conversions were up significantly:

Sources

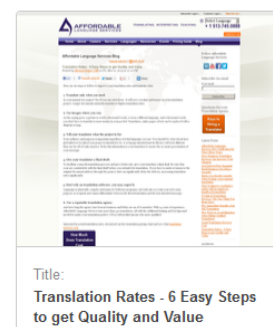


We added Price Chart landing page right into the main navigation to give it prominence throughout the site.



We created and optimized a blog posts as well as the landing page with specific “Price” and “Fees” related terms:

Page	Author	Date	Views	CTA %	Comments	Keywords	Links
✓ Translation Rates - 6 Easy Steps to get Quality and Value http://www.affordablelanguageserv... /blog/bid/231436/translation-rates-6-easy-steps-to-get-quality-and-value	Michael Felger, CMI	03/01/2013 7:10 am	202	5.52%	0	2	0



translation fees

[Return to all keywords](#)



Keyword Details

Created: February 14th, 2013

Rank: 22

Visits: 0

Contacts: 0

Difficulty: 21

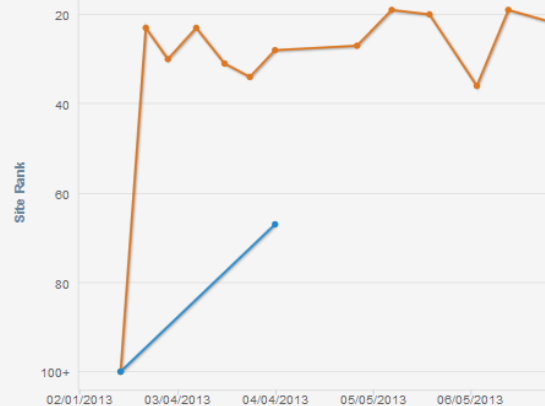
Monthly Searches: 91

Cost per Click: \$3.54

Campaigns:
Target KWs

02/01/2013 - 07/07/2013

Without competitors' ra...



Awesome.

This is a great keyword for you to go after.

You can boost your rank even further if you:

- Get more quality inbound links to these pages
- Nail the on-page SEO components
- Link some related [blog posts](#) to this page

Ranking Page

Current Rank



www.affordablelanguageservices.com/blog/bid/222407/translation-rates-and-fees-download-f...

22

translation services cost

[Return to all keywords](#)



Keyword Details

Created: December 11th, 2012

Rank: 33

Visits: 0

Contacts: 0

Difficulty: 36

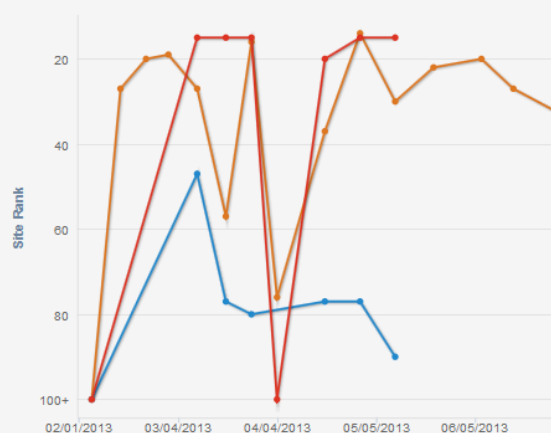
Monthly Searches: 22

Cost per Click: \$15.81

Campaigns:
Target KWs

02/01/2013 - 07/07/2013

Without competitors' ra...



Awesome.

This is a great keyword for you to go after.

You can boost your rank even further if you:

- Get more quality inbound links to these pages
- Nail the on-page SEO components
- Link some related [blog posts](#) to this page

Ranking Page

Current Rank



www.affordablelanguageservices.com/translation-costs

33

Finally, since we know that these leads are interested in price, we added a discount offer to the email workflow:



Hi

We hope you found the [Translation Pricing Guide](#) and [Translation Buyer's Checklist](#) helpful in your quest to better understand translation pricing and services as a whole.

In order to ensure that your translation needs are met, Affordable Language Services would like to offer you a [10% discount on your first translation project](#). Order now to get your discount!

**10% Discount
On Your Translation**

Regards,

Andrea Turnquist, Translation Project Manager

Affordable Language Services

Conclusion: Overall, the ALS price chart was a resounding success. With over 300 leads we are still seeing positive results.

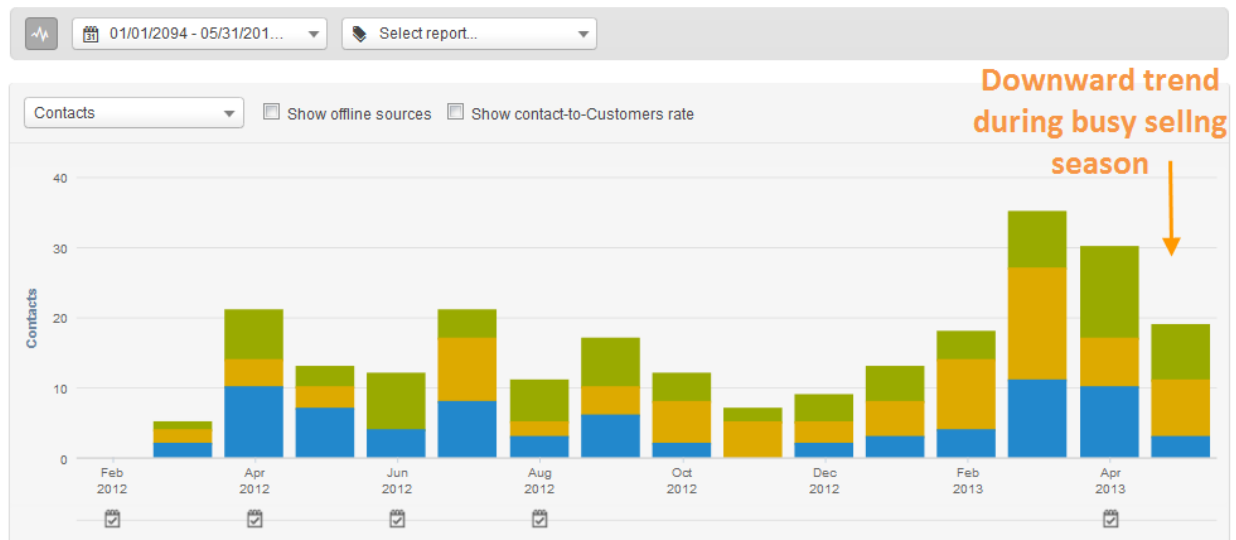
Case Study #2: SportCourtEast.com

Sport Court East (SCE) is a provider and installer of Sport Court game court flooring for residential and commercial buyers. These are particularly high end items, not unlike installing a pool. Like ALS, the time commitment needed to update and manage Hubspot was difficult for an owner who gets pulled in many different directions. Via referral, SCE sought out Optimize 3.0 to see if they could improve their inbound marketing results.

What We Found

Low conversions overall and a particularly disturbing downward trend in conversions during SCE's busiest Spring selling season. Without much time to salvage the selling season we needed to figure out how to reverse this negative trend.

Sources



Strategy

One of the biggest issues facing SCE is that many of their competitors provide a lower cost product. SCE was losing the price dialog online. We devised a plan to address that head on: Control the cost conversation. To do that we decided to buck industry practice and address sport flooring cost head on and regain the cost conversation.


We followed these steps:

- Build price chart as a download
- Design a pricing landing page

- Optimize landing page for price related terms
- Make the price chart as prominent as possible on every page and the home page
- Increase blogging to offset declines in organic search
- Add price chart to newsletter update


Landing Page <http://www.sportcourteast.com/sport-court-cost:>

(646) 652-6577



SPORT COURT EAST
COURT BUILDERS

Exclusive Sport Court Provider for New York, New Jersey & Connecticut

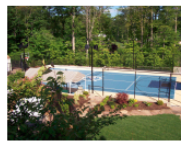


(646 652-6577)

Contact A Dealer

SPORT COURT

Game Court Pricing Guide



This Court could be in your yard!

Download your free Sport Court Game Court Cost Guide

A comprehensive guide to the cost components that go into building and installing a genuine Sport Court Game Court. This download will help you understand the cost of installing a game court and/or a backyard basketball court.

There are several key considerations when pricing a game court; it's not just about the game court surface selection. Knowing the other elements required include the following:

- Site preparation and access
- Base selection
- Surfacing

Use this Sport Court Game Court cost guide is the all-in-one download to understand how to price, buy and install a performance sports surface.

Download Cost Guide

First Name *

Last Name *

Email *

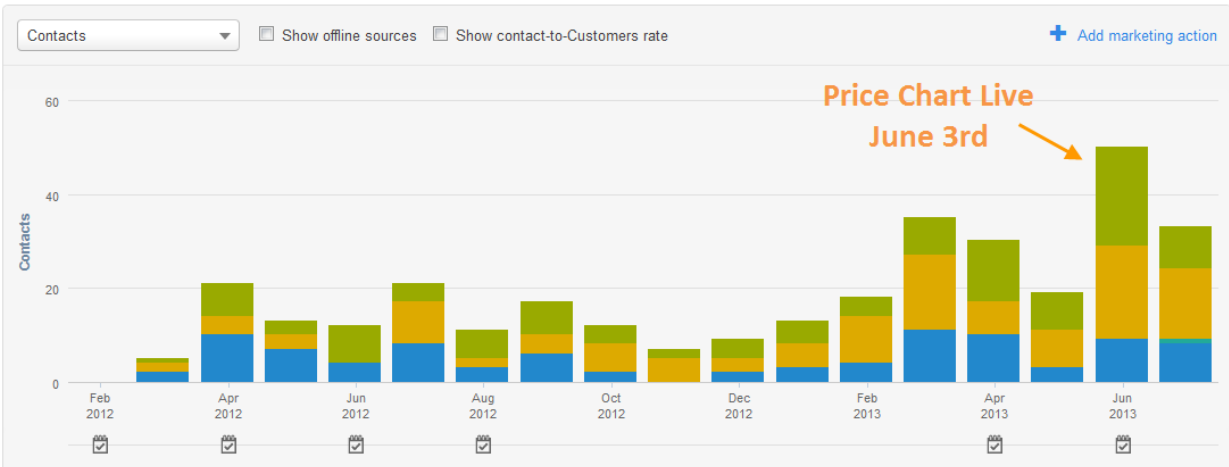
Zip *

Phone *

Download Now

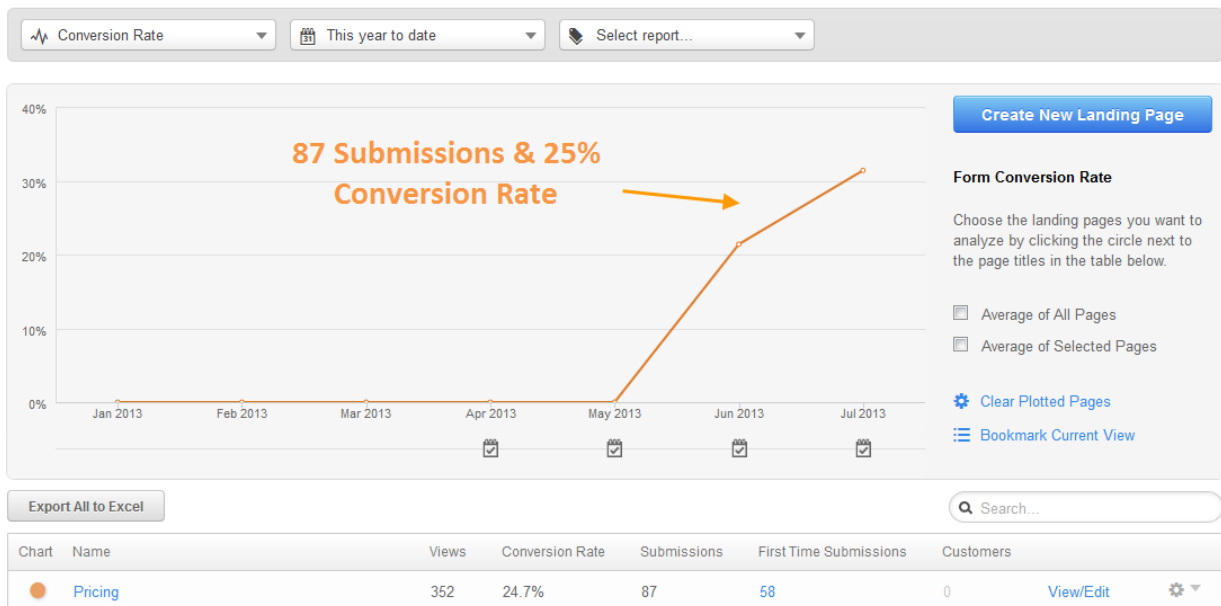
Results

The price chart contains a range of info about the SCE installation and pricing. The owner of the company wanted to show how the many factors that go into the purchase of sports flooring. This includes elements beyond the various types of sports flooring such as site excavation. The pricing chart is live June 3rd, 2013 and after 50 days has 87 submissions. The conversion rate of the pricing chart is running at 25%.



In the first 50 days after launch SCE had 87 submissions for their price chart. The previous best 50 day submission rate was 35 – more than doubling the submission rate.

Landing Pages



We optimized the price chart landing page for “cost” related keywords:

sports court cost

[Return to all keywords](#)

06/01/2013 - 06/29/2013

Without competitors' ra...



Keyword Details

Created: May 28th, 2013

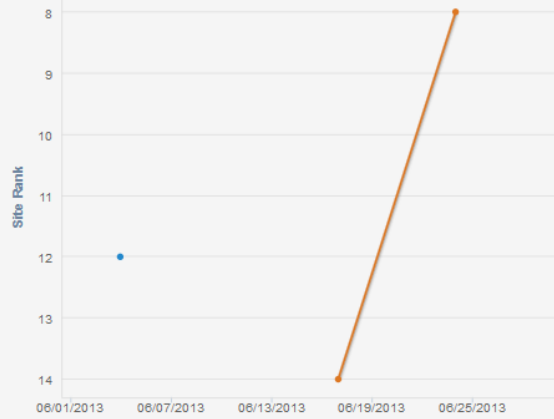
Rank: 11

Visits: 5

Contacts: 1

Difficulty: 40

Monthly Searches: 91



Awesome.

This is a great keyword for you to go after.

You can boost your rank even further if you:

- Get more quality inbound links to these pages
- Nail the on-page SEO components
- Link some related [blog posts](#) to this page

Promoted the price chart landing page right in the main nav:

(646) 652-6577



SPORT
COURT®

SPORT COURT EAST

COURT BUILDERS Exclusive Sport Court Provider for New York, New Jersey & Connecticut



(646) 652-6577

[Contact A Dealer](#)

Residential

Sports Flooring

Pricing

About

Contact Us

Sport Court Blog

Conclusion: The Price Chart was a bold decision for SCE. It bucked the industry trend and managed to gain back some control over the price dialog online. With a 25% conversion rate it is apparent that many buyers are curious about what their product costs.

Bonus:

Create smart buttons that offer discount to leads that have downloaded the price chart upon site revisit

Create workflows with discount offer to the price conscious

Conclusion

Price is at the forefront of all buying decisions. As a result they are also part of a buyer's search strategy. We're programmed to seek out what product and service costs. It's increasingly important to own the conversation about price for your services. If giving this information away on your website is too sensitive, simply create a download and turn these price shoppers into leads. Support the landing page with SEO optimization related to cost and price since these are easy wins. Be sure to blog about price and cost. Don't hide your price landing page - prominently place it in the main navigation of the site. As you can see from these case studies herein, these strategies will drive qualified visits to your site.

About Optimize 3.0

Optimize 3.0 is an Inbound Marketing agency founded by Doug Kirk. We help companies get more qualified visitors and conversions using SEO, blogging, and social media.

Optimize 3.0

16 Spruce Rd

Larchmont, NY 10538

914 646 6369



Website: www.optimize3point0.com

eMail: Doug@Optimize3point0.com

Twitter: [@Optimize3point0](https://twitter.com/Optimize3point0)

