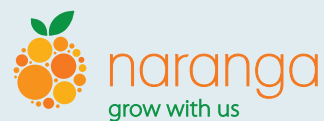




INBOUND STRATEGY STRENGTHENS SALES PIPELINE

A B2B CASE STUDY



BACKGROUND

Naranga, a software as a service (SaaS) provider for the franchise market, was launched in 2014 by Tariq Farid, founder and CEO of Edible Arrangements. Naranga's suite of franchise management software helps franchisors manage their daily operations and grow their business with one complete, easy-to-use platform.



THE CHALLENGE

Naranga turned to Marsden Marketing to accelerate their lead generation, website visits, and increase brand awareness. Marsden Marketing instituted a complete inbound marketing strategy to attract, engage, and convert new clients to meet their lead generation goals.



OUR APPROACH

To kick off Naranga’s inbound marketing strategy, initial buyer persona research was completed for a deeper understanding of their target customer. Marsden sought to translate Naranga’s “What” (the software’s features and functions) into their prospects’ “So What” (how the software solves pain points, interests, needs, and motivations). This research fed a number of changes and updates to Naranga’s website to better align with their target market. In addition to key messaging changes, updates to the website included adding strategically placed calls-to-action, Search Engine Optimization, mobile responsiveness, additional assets, and an updated blog. Next, an editorial calendar was designed with strategically selected long-tailed keywords, buyer persona related pain points, and industry events in mind. This calendar was the road map for all blog posts, assets (i.e. checklists, case studies, and white papers), and social media posts.

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Concurrent with the website work, Marsden put in place a Marketing Automation platform to manage ongoing Inbound Marketing programs. Marsden and Naranga chose Hubspot, an all-in-one Marketing Automation platform. Marsden handled the set-up and integration, and put in place a continuous program to increase website traffic, convert leads, and track results. New assets, segmented lists, landing pages, and targeted email workflows were created to increase site visitors, convert those visitors into leads, sign up blog subscribers and Twitter followers, and drive engagement. To augment the Inbound Marketing program, we built a targeted SEM program including paid social media and pay-per-click (PPC) campaigns.



THE RESULTS

Inbound marketing results don't happen overnight, but within a few months, Naranga was able to see considerable improvements. An updated lead nurturing email strategy, combined with new and refreshed assets, an updated website, and three pay-per-click campaigns allowed Marsden Marketing and Naranga to surpass their website traffic and lead generation goals.

- **Increased website visits by 99.8% in 6 months over the previous 6 months**
- **Achieved Pay-per-click conversion rate of 2.5% across 3 campaigns**
- **Surpassed quarterly lead generation goals by 51.3%**
- **Generated 536 website visits from social media**
- **Grew blog subscribers from 0 to 49 with 707 blog views**
- **Grew Twitter following from 253 to 2,319 followers**

“ From the beginning, Marsden Marketing gave us the inbound marketing strategy we needed to move our integrated marketing and lead generation programs forward. From initial strategy and positioning, to website updates, to content, to email workflows, to continuous focus on results, Marsden's ongoing support and leadership has made a world of difference. Marsden Marketing has definitely become an integral part of our marketing team. ”

— George Duffield, VP of Business Development

To learn more about how Marsden Marketing can put your marketing program on track, give us a call at **678-360-0019**. Or, **click here** to send us a note.