

INBOUND MARKETING PAYS OFF

CASE STUDY



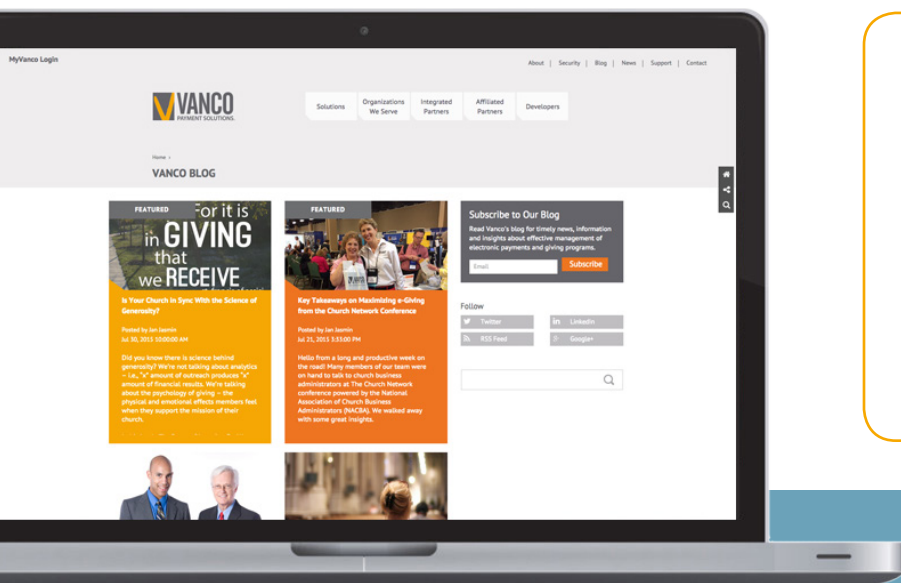
A Payment Processing Company Repositions and Transforms their Digital Presence Resulting in Big Returns

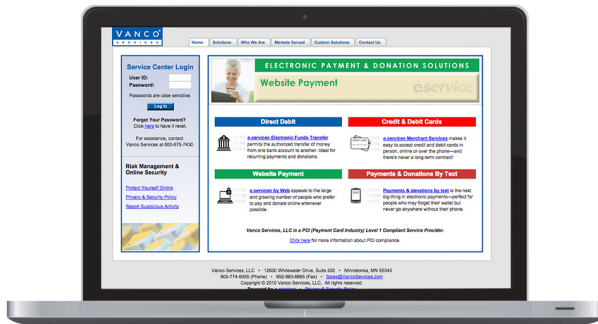
THE CHALLENGE

Marsden Marketing was engaged to assist Vanco Payment Solutions as it made a complete repositioning from being a general market payment processor, to a specialized processor focusing specifically on the unique needs of faith-based and nonprofit organizations. In 2015, we instituted a complete inbound marketing methodology to attract, engage, and convert Vanco's targeted market sectors.

THE COMPONENTS

- Marketing Strategy & Planning
- Website Redesign (Integrated with Marketing Automation Platform)
- Public Relations
- Inbound Marketing
- Social Media & Influencer Outreach
- PPC & Search Engine Marketing





BEFORE

- Generic website with low engagement and sales-focused messaging
- No buyer-focused content
- No strategic focus behind marketing efforts



AFTER

- Engaging, buyer-centric website, UX, and content
- Successful influencer outreach and PR opportunities
- Specialized and unique branding and voice
- Strategically placed CTAs for lead generation

OUR APPROACH

A “go-to-market” strategy for Inbound Marketing and PR was developed to attract, engage and convert prospects through a coordinated set of program components. Marsden Marketing created key buyer personas, with deep understanding of each one’s unique pain points and needs, and developed targeted content for top, middle, and bottom of the funnel for each persona. We redesigned their website to really speak to Vanco’s target personas, with SEO-specific messaging and a user experience that drove visitors to calls-to-action. Their new blog and integrated social media presence extended their reach and amplified their messaging to support key campaign themes. Next, Marsden Marketing fostered relationships with key alliance partners and influencers to share Vanco’s content through guest blogging and cross posting of articles and blogs. Email campaigns, workflows, and a targeted PPC program increased site visits, encouraging blog subscriptions and conversions on targeted landing pages for persona-based premium content.

All these elements work together to build brand awareness and to fill Vanco’s sales pipeline.

“ From strategy to execution, Marsden Marketing has been an integral part of our team, driving us forward to take our inbound marketing and PR efforts to the next level. With everything from web creative to strategy, to inbound marketing and PR, Marsden has been a leading force in ensuring our program was a success. We love having Marsden as a pivotal part of our marketing team. ”

— Malissa Peace, SVP Marketing, Vanco Payment Solutions

THE RESULTS

The program has had a transformative impact on the company's digital marketing presence and, most importantly, their lead generation. In just a few months Vanco has seen incredible results in the attract and engage stages of the inbound process:

- **1,100% increase in organic search in 5 months**
- **1,000% increase in email-generated visits to the website**
- **Direct traffic has more than doubled**
- **Referral traffic to the site from other sites has tripled from guest blogging opportunities and key influencer marketing**
- **Blog viewership has grown to over 32,000 page views and more than 1,300 new subscribers, up 333% in a matter of months!**
- **Landing pages with conversion rate over 25%**
- **760+ Marketing Qualified Leads**
- **33% increase in website traffic from PPC campaigns in three months**
- **2.4% overall conversion rate for PPC campaigns**
- **This client's program was also a finalist for HubSpot's 2015 Impact Award, "Client Growth Story of the Year: People's Choice."**



“ Vanco is a great example of the power of an integrated approach to inbound marketing. Their willingness to embrace the inbound marketing methodology, combined with a successful PR program and a new digital presence, has set them on a path of tremendous growth in a short amount of time. Our relationship with Vanco exemplifies the client-agency partnership that I think all agencies strive to achieve. ”

— Anne Marsden,
Principal & Founder, Marsden Marketing

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.