

# Case Study: stAnd2learn™



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## Before Inbound Marketing

Before **st**And2learn<sup>TM</sup> was introduced to inbound marketing concepts, the company website was focused on the design and features of standing desks. There was minimal web site content focused on attracting the primary decision makers that impact a schools decision for adoption of standing desks for classrooms.

Google search engine traffic was almost non-existent.

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## The Opportunity:

Open Path Digital Solutions was selected to build international awareness of the **st**And2learn<sup>TM</sup> brand, establish authority as the originator of the standing student desk movement, and maintain market leadership as much larger competitors begin to enter the standing desk market.

The small budget available for marketing required an efficient approach for launching an international brand.

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## Inbound Marketing Plan:

- Research identified the advocates that provided the major influence determining whether or not a school adopted standing desks.
- Personas were developed with branding focused on support and encouragement to help the advocates accomplish their goal.

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## Inbound Marketing Plan:

- A new web site was created by Open Path with design, key word usage and content selected to attract and support the key influencers. Launched early June 2016.
- Common barriers to implementation of standing desks in classrooms were identified and solutions provided.
- Information on grants and funding for classroom desks were included on the web site.

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## The Testimonials On Look and Usability:

- Just wanted to tell you how impressed I am with the new S2L website. Really well done! - Scott S.
- I really like it! I'm jealous because it's got the "New Look" that a lot of the websites are going to. Much better on the pictures and it's mobile responsive - checked it out on my phone! Great job! - Mrs. B, Texas
- Love it... Very easy to use - Josh

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## The Testimonials:

Open Path hit it out of the park, they went above and beyond the typical website process. They were engaged from start to finish and helped us understand the process of getting a good website implemented, great job!

Mack Westbrook  
President  
**st**And2learn<sup>TM</sup>

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Initially almost everyone had to know the Stand2Learn name to find the web site!

## Website Results After First 3 months

>200	# of unique key word phrases on First page of Google
>100%	Increase in leads requesting quotes
20%	% of searches a variation of Stand2Learn's name
80%	% of searches where Stand2Learn name NOT known