

CASE STUDY

“Insynth are an integral and reliable part of building our business. They are incredibly knowledgeable and professional, their input has helped us grow and proven itself to be a vital asset to the way Sound Zero approaches marketing”

Creative Director, Gavin Brightman

936%
increase in
organic traffic

From May 2019 - February 2020 organic traffic has risen 936% as a result of content marketing

64
new leads

Generated 64 new leads in 3 months from organic search, averaging 5 new leads a week



Company Name

Sound Zero

Industry

Design Lead Acoustic Solutions

Location

Essex, London

Services

Office Acoustics, Commercial Soundproofing, Rehearsal Rooms, Sound Stages, Acoustic Ceiling Solutions

The Situation

Design-led acoustic solutions supplier, Sound Zero, approached Insynth at the beginning of their journey.

As a start-up company, Sound Zero were keen to promote their innovative solutions to a wider audience of architects, designers and other professionals involved in the design or refurb stage of a commercial project.

Led by the company's Creative Director, Gavin Brightman and recording studio builder-and all-around acoustic genius-Luke Warwick, Insynth could see the vast potential in this two-man band.

How We Helped

Insynth identified an opportunity to adopt content marketing and inbound marketing methodologies to create a demonstrable gap between Sound Zero and the rest of the market, and position Sound Zero as the thought leaders in the sector.

The process begun with in-depth keyword research. This uncovered the terms that people were using to find solutions like the ones Sound Zero provide.

Following on from this, Insynth developed a content marketing strategy, outlining the topic and the subsequent blog articles that would be written to drive traffic to Sound Zero's website.

In this case, Insynth's keyword research identified a growing need for 'office acoustic solutions'. Armed with this information, Insynth were able to tailor Sound Zero's blog articles to ensure maximum potential for the company to end up at the top of the SERPs (search engine results pages).

The blog articles then led to a downloadable content offer, and in this case, a Guide To Office Acoustics was produced.

Creating a website that acted as a 'lead generation' machine was high on Insynth's priority for Sound Zero. The team already had an attractive website, so Insynth's efforts focussed on:

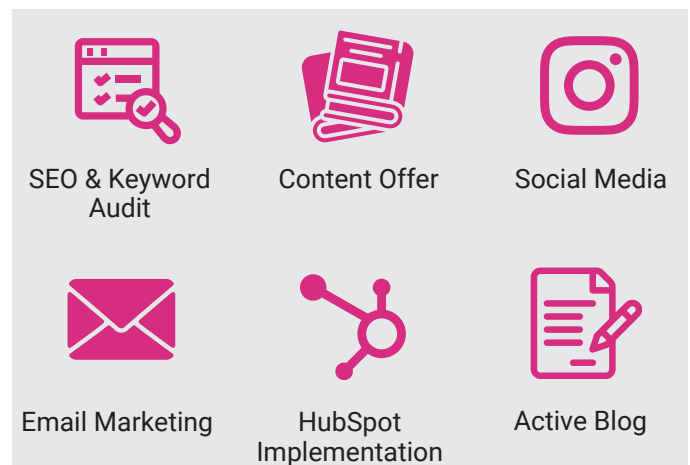
- Ensuring that all heading tags were optimised
- Creating forms throughout their pages for lead capture

- Incorporating a chatbot for visitors to ask questions and make queries
- Adding SEO-driven website pages for visitors to explore Sound Zero's acoustic solutions.

Insynth used a high-performance social scheduling software to ensure that Sound Zero's latest updates, including blog articles and product launches, were regularly promoted on all social platforms.

In order to reach out to their growing contact database, Insynth were involved with creating regular update emails which were sent out to segments of Sound Zero's database.

As HubSpot partners, Insynth provided Sound Zero comprehensive and ongoing training and support with all of HubSpot's features.



“The trust that we’ve established with Insynth has been fantastic, and the team has been a great support in helping us achieve some high-quality results. Insynth are an integral and reliable part of building our business. They are incredibly knowledgeable and professional, their input has helped us grow and proven itself to be a vital asset to the way Sound Zero approaches marketing.” - Creative Director, Gavin Brightman

The Results

- Organic website traffic has risen 936% from May 2019 to February 2020.
- They gained 55 top 10 positions on Google with 992 top 100 positions on Google, which rose from only 2 in May 2019.
- Online visibility increased from 0.03% to 9.3% in just 6 months.
- 64 new sales leads have been generated in 3 months from organic search, averaging out at 5 new leads per week, including enquiries from USA BMW about their car showrooms.

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