



BioSweep Southeast is implementing Inbound Marketing to change how they attract.

The BioSweep SouthEast team restructured under the guidance of Rizen.

Biosweep Southeast is a leading mold remediation odor removal company using the latest in green technologies.

www.biosweepse.com

Executive Summary

BioSweep Southeast started off by generating business through word of mouth and in person sales. BioSweep SouthEast connected with Rizen and created a web strategy that has people calling BioSweep, versus them hunting for business. From 0 leads generated to over 20 calls per month done through a website redesign, Pay Per Click Strategy, Places Optimization / Citation strategy and now an Inbound Marketing Strategy.

Some Highlight from working with Rizen:

- Increased business from 0 incoming leads to over 20 per month using paid traffic, Google Places optimization.
- Increased lead conversions by implementing new WordPress design using best practices.

Challenges

Old Website was missing a lot of functionalities and had many CSS errors.

The theme they chose did not update with the WordPress updates. The site was not converting well although it had traffic.

Buyer personas were not setup and no content marketing was being implemented.

Social media presence was not utilized to drive traffic to content created for traffic and rankings.

How Rizen Helped

LeadIn immediately started providing a picture on traffic sources, keywords and referral websites.

The customer site was redone to a version of WordPress that allowed for customer control. Through the redesign, Rizen and The BioSweep Southeast Team identified the top performing pages and obsolete irrelevant pages. This allowed for the rapid deployment of pages and update of content depending on the business goals.

A Pay Per Click strategy was implemented on Google Adwords that instantly started generating customer leads.

Leads coming in from Google Adwords outperformed customers purchased leads in conversion rates. Third party leads were also sold to other companies causing price wars.

A Google Places page was setup and optimized with citation sites created, which caused an increase in overall traffic.

A link disavow file was implemented in Google Webmaster tools to discount incoming links that were identified as low quality as a preventative measure and caused an increase in business after the next Penguin update.

Call tracking was implemented to determine lead source and used to optimize Pay Per Click campaign.

Results, Return on Investment and Future Plans

Through the establishment of a system and process for marketing Rizen is helping The BioSweep Southeast Team implement, the entire organization has a clear picture on what to help produce so we can increase leads and sales.

The customer is thrilled with his 20+ leads per month and is now in a position where he is scaling his organization and increasing his marketing budget to further grow the amount of Inbound traffic.