



The Michell Group Implemented  
Inbound Marketing and we  
changed their world.



## The Michell Group's Marketing Team restructured under the guidance of Rizen.

The Michell Group is a leading  
Managed Service Provider and  
ERP Solutions company.

[www.michellgroup.com](http://www.michellgroup.com)

### Executive Summary

The Michell Group had tried many web marketing techniques in the past but never accomplished the goal of generating leads. They purchased syndicated traffic that bloated their traffic but didn't get and contacts or clients from it. They had an in house marketing person who focused on things like events and trainings which were not proving as effective. New sale were generated by networking and cold-calling.

## Some Highlight from working with Rizen:

- Established a Company Monthly Marketing Strategy and Schedule using the Inbound Methodology.
- Achieved over 30 signups for a Lunch and Learn event for their industry.

## 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 although it had traffic.

In addition, not defining their buyer personas and they produced content without regard to keyword rankings and buying stages of their target market.

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

## How Rizen Helped

HubSpot immediately started providing a picture on traffic sources, keywords and referral websites. It was immediately identified that most of the traffic was from useless phrases like “fax machine.” Rizen educated The Michell Team on best practices for content output and acted as a resource for consulting and outputting work.

The client’s site was redone to WordPress and the Blog to HubSpot’s CMS. Through the redo, Rizen and The Michell 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.

By creating the clients buyer personas, using the [Inbound methodology](#), we were able to identify the industries, clients and niches that we would improve upon and target to increase traffic and business. We also used these personas to create content that these potential clients WANTED to read versus just producing content for the sake of indexing it on Google.

Through Facebook, LinkedIn and Twitter pay per click, we began to target people who would be interested in The Michell Group and their services.

The client had a database of 5,000 names that was not correctly acquired and we whittled it down to 800 during the clean up process. From this new list, we were able to start email marketing.

## Results, Return on Investment and Future Plans

By implementing an Inbound marketing strategy using marketing automation software HubSpot, The Michell Group was able to create and email market a Lunch and Learn that generated over 30 sign ups and generated several good leads. Through the establishment of a system and process for marketing that Rizen is helping The Michell Team implement, the entire organization has a clear picture on what to help produce so we can together increase leads and sales.

The Michell Group plans to increase their marketing budget so we can do more of the content creation and other high level deliverables.