



**Rightsource
Solutions**

Where Right Thinking Pays

Case Study: Professional Services Consultancy Digital Marketing



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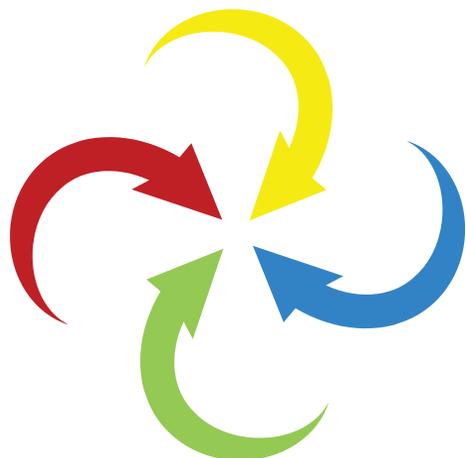
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Date: April 2018

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Context & Objectives

Strategy Implemented

Benefits Delivered

Context & Objectives

Context

Our client is a leading specialist management consultancy with FTSE 100 clients, acknowledged expertise in their field and an excellent reputation. Whilst well networked and well known offline, they were virtually invisible online save for a traditional brochure style website. Opportunities were missed and brand visibility was lacking as a result.

Objectives

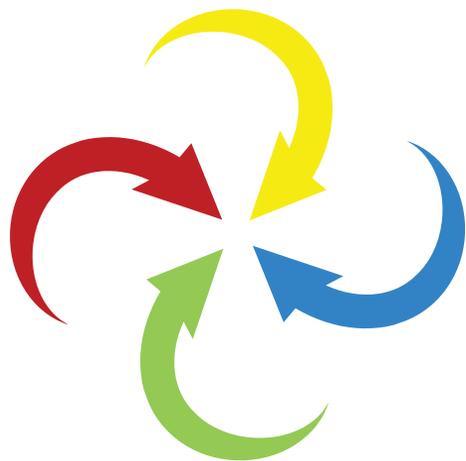
1. Identify an **online audience** and drive them to the website
2. Be found by the **search engines** for key search terms
3. Build a **social media** presence from scratch
4. Identify website **quick wins** that are easily implemented

Suggested Services

Search Engine Optimisation
Website Development
Content Development
Keyword Research
Email Marketing
Link Building
Social Media
Analytics



Industry Sector: Professional Services
Size: £1m+ Turnover
Location: UK
Founded: 2002
Task: Establish online presence



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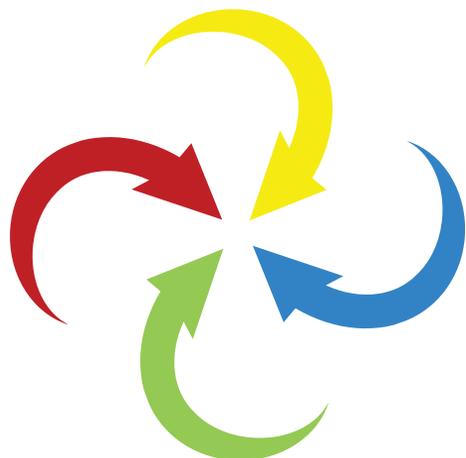
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The Solution

1. Data driven insight was required to identify opportunities and pinch points on the website so **Google Analytics** was set up as a priority.
2. **Competitors'** online footprint researched to see what was working where.
3. An online voice was created using **social media** with influencers identified to supercharge growth.
4. **Keyword research** completed and a search engine (SEO) strategy designed to ensure the most relevant content could be found by target clients.
5. A pop up form was built on their website to capture visitors' details. This enabled **email marketing** to qualified people.
6. A blog was designed and a **content strategy** developed designed to attract target clients and give the business more of a more human face.
7. Website content was refreshed and a sales funnel designed to **engage visitors** and move them to a position where a sales call would be welcomed.

Actions

Keyword Research
Blog Designed & Built
SEO Strategy Designed
Google Analytics Set Up
Email Marketing Lists Built
Social Media Accounts Built
LinkedIn Audience Growth Strategy



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Benefits Delivered

The Benefits

By working closely with our client as part of their marketing team, we were able to deliver the benefits below. We still work with this client today and look forward to being part of their growth.

Client Wins

1. First **six figure client** gained directly from the website within 8 months.
2. The website is now good enough to allow potential and current clients to qualify our client before engaging with them which is helping to **retain sales**.
3. **12,000** followers gained on LinkedIn within 18 months of launching company page.
4. The website produced zero leads before we started. Now it produces c120 new registered contacts a month of which c13 per week are considered high potential.
5. Website visitors have **increased by 221%** from 12,000 to 39,000 a year.
6. 120 visitors per month are added to email marketing lists. An increase of **52%**.
7. No.1 position on Google achieved for one specific keyword and **top 10 positions** achieved for many more.
8. Companies and individuals visiting the website can now be identified which allows for a **targeted sales** approach.



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Benefits

Brand Reputation Enhanced
Improved Conversion Rates
Top 10 Listings On Google
Valuable Data & Analytics
Ahead of the Competition
Personalised Marketing
Measurable Results
Lead Generation
Global Reach



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Your Next Steps...



SEO?

Email Marketing?

Keyword Research?

Google Analytics Set Up?

LinkedIn Growth Strategy?

Blog/Website Design & Build?

Social Media Accounts Set Up?

Digital Marketing Strategy Designed?

CLICK TO BOOK A MEETING



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OR CALL MARK ON 07916 561547