



CASE STUDY

How we generated over 1,000 new leads and a stronger digital presence for a high-profile consulting company.

Generating new leads through content marketing

THE BACKSTORY

With offices in the Americas, Asia Pacific and Europe, our international consultancy client was already proving their success on a global scale, but wanted to increase the quantity and quality of their inbound leads.

With their own client base spread across more than 12 core industries, the consulting company had accrued deep industry expertise, gained from countless hands-on experiences spanning these sectors, plus functions and geographies.

This wide knowledge base was both a blessing and a curse, as it became more difficult for the client to prioritise which topics to focus on for their marketing. This was a unique challenge generated by their wide experience, and something not faced by their competitors who only focussed on one or two industries.

The client came to Enough Digital to get direction on priority setting for their digital marketing, and to work together on creating content marketing assets that spoke to the right audiences, resulting in more and better leads.

THE PAIN POINT

THE ACTION PLAN

To create meaningful content for the right audiences, we first met with the consulting partners to discuss their executive insights from their sectors and client base. These insights then led to a content strategy which defined which content marketing campaigns to focus on, and the best times of year to share them.

We agreed to publish a series of landing pages around key executive insights and studies, prioritising content topics that would be relevant to all sectors that the consultancy firm works with, rather than niching down to single sectors.



As part of our content visibility retainer, we established a repeatable process for the creation of each new landing page:



We knew that the content would generate strong organic traffic in the longer term through on-page optimisations and passive link building, but we gave each campaign a head-start too. This included:

- Creating media lists for the landing pages and infographics
- Outreaching to media and trade press with the landing pages and infographics

THE RESULTS

Our hard work paid off with more than 1,000 new leads, thousands of infographic and report downloads, invitations to speak at industry events, and a substantial rise in web traffic.

New leads

1,000+

Page views

35,000+

The new landing pages published have already led to over 1,000 leads for the international consulting company, and more importantly, a set of new clients across all working sectors.

Creating content that appealed to a wider set of industries resulted in 35,000 page views and thousands of asset downloads. These great results will only strengthen in time due to the evergreen topics of the published content, and by giving the content assets a yearly refresh to make sure all references are still up-to-date.

Now, the client uses their service pages and blog posts to write about individual industries, whilst leaving us to address the wider audience through their bigger content marketing assets; a proven strategy for more and better leads.

Due to being so pleased with the performance of the landing pages, the client decided that they will allocate a paid media budget to all future campaigns too, which will support the work we are doing through organic search and digital PR outreach.

CLIENT FEEDBACK

“Working with Enough Digital has revolutionised our firm’s online visibility, greatly expanding our digital footprint.

Enough Digital has consistently excelled in managing a diverse range of intricate and demanding projects over the years. Their landing page creation methodology has proven very successful for us, and we can absolutely rely on them to meet strict project deadlines.

Amie, an adept digital marketing leader, project director, and content creator, stands out for her approachable demeanour, candid communication style, and innovative mindset. Working with her is both productive and enjoyable.”

-Director of Marketing, Europe

GET THESE RESULTS



Are you doing *enough*? If you want to drive organic traffic, increase brand awareness, improve your search engine rankings, or build your firm's reputation locally or globally, we are ready to give you the competitive advantage you've been looking for and make your work life simpler.

Get in touch to see how we can help.

CONTACT US

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