

CASE STUDY: INBOUND MARKETING



Who:

National Provider of Online Electronic Court

Forms

The challenge:



To establish a plan to promote increased usage of the application by continuing to market to new users who had registered for the product but were not yet using it

Here's what we did:

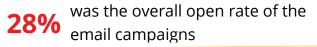
- Developed a customized inbound marketing program to ensure that the customer was consistently receiving a mix of content
- Content included: value content (ebooks), training and promotional content
- We leveraged HubSpot to administer the program
- ✓ We used targeted campaigns to track spikes in specific form purchases





The result:

14%+ users who downloaded at least one value content offer



was the overall open rate of promotional email

the percentage in overall product usage by the end of last year





What our client had to say:

"The major challenge we faced was after our client's initial purchase – retention and usage was our priority. The inbound marketing program has resulted in excellent feedback from our clients and whereas our old email newsletters had about a 4% open rate, customers want to receive our emails now. I highly recommend Marketing Force and their inbound marketing program to any company interested in ramping up retention, usage and repeat business."