
Content Marketing Case Study



Corporate Stories Marketing

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The Issue

(The Why?)

The client, a local insurance company, had experienced sustained success through the strength of their relationships and referrals from long-term customers.

Still, the client was looking to grow their business, especially in industries where they didn't have many contacts or already existing clients.



“Quality content marketing helps establish your authority, grow brand awareness, and generate sales leads.”

The company had a website and attended/sponsored local events but was limited in terms of inbound and digital marketing content. This content is vital to providing clients and prospects with valuable information about your business.

Quality content marketing helps establish your authority, grow brand awareness, and generate sales leads.

According to the [Content Marketing Institute](#), content marketing has three primary benefits. These benefits include:

- Increased Sales
- Cost Savings
- Better Customers with More Loyalty

The Work

(The How?)

To gain a wider audience, we set about researching and then targeting specific keywords with the client's marketing content to boost their site's audience. We created this list of keywords by first establishing desired customer profiles.

Then, we created content explicitly designed to address our target market's top priorities, problems, and questions based on these profiles.



We produced a wide variety of content, including blog posts, guest articles for other publications, flyers & pamphlets, infographics, videos, and email campaigns.

Additionally, we produced each piece of content with several parallel goals in mind. First, we wanted to increase the authority of our producers and the company as a whole.

Second, we wanted to leverage our content to provide potential clients with valuable information before buying or even meeting with us.

The Results

(The What?)

Through a combination of email campaigns, quality content, and thorough SEO, we helped exponentially boost the client's site traffic.

Over four years of partnership (2016 – 2020), we used this content to increase every key site metric. These crucial analytics demonstrate the effectiveness of our content/inbound marketing campaign.

Below is a table of these key site metrics:

| Year | Users | Uses Acquired Thru. Organic Search | Users Acquired Thru. Direct Search | Users Acquired Thru. Social Search | Sessions | Pageviews | Unique Pageviews |
|-------------|---------|------------------------------------|------------------------------------|------------------------------------|----------|-----------|------------------|
| 2015 | 5,287 | 2,440 | 2,076 | 295 | 8,816 | 20,082 | 14,910 |
| 2016 | 13,220 | 7,008 | 5,020 | 576 | 19,978 | 75,853 | 59,553 |
| 2017 | 44,094 | 31,294 | 11,331 | 751 | 57,915 | 188,719 | 77,622 |
| 2018 | 101,901 | 81,776 | 17,861 | 721 | 122,645 | 339,679 | 146,539 |
| 2019 | 144,463 | 119,428 | 22,331 | 952 | 173,669 | 263,806 | 193,428 |

| Year-over-Year Percentage Increases | | | | | | |
|-------------------------------------|-------|----------------|---------------|----------|-----------|------------------|
| Year | Users | Organic Search | Direct Search | Sessions | Pageviews | Unique Pageviews |
| 2015 – '16 | 150% | 187% | 141% | 127% | 277% | 299% |
| 2016 – '17 | 234% | 347% | 126% | 190% | 149% | 30% |
| 2017 – '18 | 131% | 161% | 58% | 112% | 80% | 89% |
| 2018 – '19 | 42% | 46% | 25% | 42% | -22% | 32% |

Through our content marketing plan, we were able to boost brand awareness and authority of individual producers and the organization as a whole.

Plus, by increasing overall and inbound traffic, the client introduced themselves to new clients across different industries from their typical clients. And they were able to do so without spending on advertising.

Are you ready to boost your site's critical metrics by 50 – 150%??

Schedule a meeting with me today, and let's get started crafting your personalized content marketing strategy.

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