

CONTENT STRATEGY

CASE STUDY:

INBOUND CONTENT STRATEGY





CHROME RIVER TECHNOLOGIES



Chrome River Technologies, Inc. provides expense reporting and invoice automation solutions that uniquely combine the latest available internet technologies with over 25 years of financial systems experience. Chrome River delivers immediate payback via a "Software as a Service" delivery model that requires no hardware, no software, and no long-term commitment. This unique service is easily configurable to meet the needs of organizations worldwide with complex expense management policies and collaborative approval processes.

Their Specialties:

- Online expense reporting service
 - Expense report audit service
 - Online invoice automation service
 - Expense analytics reporting.
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Their Challenge

Looking for an aggressive inbound marketing strategy Chrome River Technologies approached LyntonWeb to develop and execute an aggressive plan centered on increasing website traffic and inbound leads.



OUR SOLUTIONS

In assessing Chrome River's website it was determined that infrequent and sporadic blogging as well as a limited amount of advanced content offered little incentive for potential clients to visit their site. In addressing this LyntonWeb recommended a robust content marketing program built on increased blogging frequency and additional advanced content offerings.

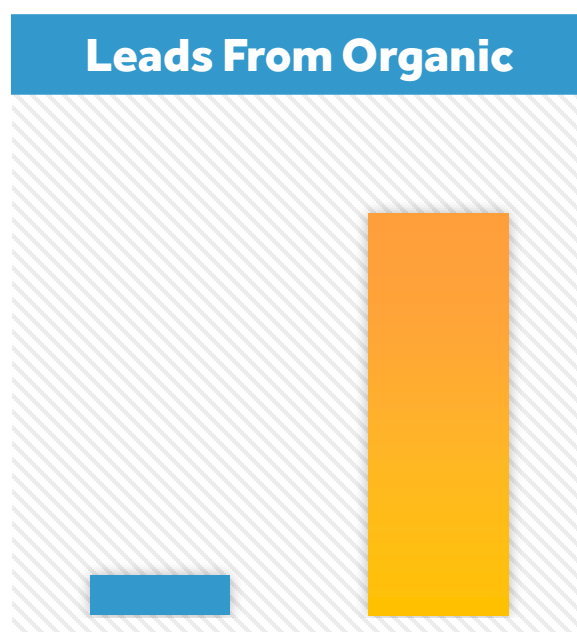
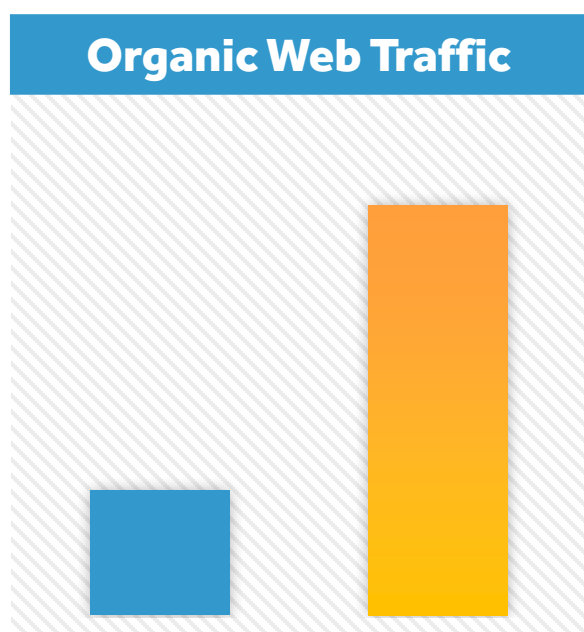
To execute this strategy LyntonWeb took the following steps:

- Developed comprehensive buyer personas based on the client's targeted audience
- Constructed a content map tying together the persona's sales cycle behaviors with the appropriate form of content (Blog, E-Book, Whitepaper, etc.)
- Conducted thorough keyword research and categorized them by each stage of the sales funnel to better optimize content created for each stage
- Developed a list of recommended keywords that would allow the client to find and engage with their audience via social media channels
- Established an editorial process to include a comprehensive content calendar
- Increased the number of blog posts from once per week to 4 times per week
- Executed quarterly campaigns with automated workflows focused on newly created advanced content (whitepapers)

THE RESULTS



As a result of these efforts the following outcomes were achieved:



And even more results...

- Page views increased by 16%
- Organic search traffic improved by 29% and yielded a 35% increase in leads
- Referral traffic jumped by 49%
- A year over year comparison also shows significant gains in these areas to include a 90% increase in leads



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.

Inbound

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

Web

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

HubSpot Integrations

Our technologists are among the best in the business and work with your in-house technology team to assure your third party software or website integrations run smoothly.

SPEAK WITH AN EXPERT
about your inbound, web and tech goals.

GET STARTED TODAY

**COME BUILD
SOMETHING GREAT
WITH US.**