



2020

CASE STUDY

Campaign management to increase lead generation

freeagent crm

FreeAgent Case Study

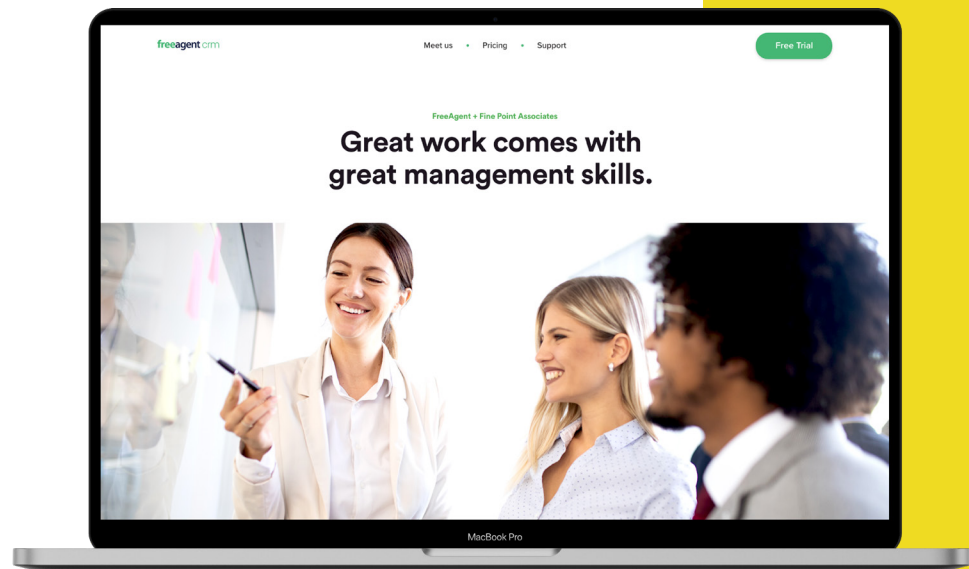
one-brand.io



Introduction

As **FreeAgent CRM** states on their website “The customer journey isn’t always a straight line”, and we couldn’t agree more. By the end of 2019, they reached out to us because their website was not getting enough visits and their marketing campaigns were not hitting the mark.

With monthly qualified leads being almost non-existent, and CPC rates going through the roof we developed a strategy to boost their online presence by uncovering their personas, implementing targeted ads across multiple digital platforms, and delivering creative assets for campaigns, testing and optimizing MQLs generation.





After just 8 months with us and 14 paid campaigns currently running across multiple platforms, these are the results

FreeAgent.com

Menu Pricing Support

Free Trial

FreeAgent x Fine Point Associates

Great work comes with great management skills.

The Impact

FinePoint Associates has the visibility on where each one of the team members is working, resulting in an efficient and profitable tactic.

The challenges

As the saying goes... Great work comes with great management skills, that's why as FinePoint Associates work grew bigger, so did their data management. Getting to the point where it was almost impossible to handle all their information just through Excel spreadsheets.

We've heard the story before: Long story short, they went from monitoring one program that had a certain set of requirements to have to monitor multiple programs that came with multiple sub-projects. As a consequence, their portfolio grew, as all the details they needed to track, analyze, and report on, forcing them to have lots of different Excel spreadsheets. The information wasn't centralized, making it difficult for FinePoint Associates to create reliable reports.

To keep delivering their good work, FinePoint Associates started searching for a tool to hold them manage all of their content and to organize efficiently all the relevant information they needed to keep supporting their clients.

The solutions

Successful as it might sound, FinePoint Associates understood that their company data needed to be arranged, lucky they reached out to FreeAgent which turned out to be just what they needed:

A customized solution that fit exactly to their needs. FreeAgent provided all the necessary tools that allowed FinePoint to visualize all their data with custom reports while providing a user-friendly and easy-to-use interface for all the team members.

With FreeAgent's help, FinePoint managed to consult and arrange all the information required to understand the development of the operations of each project and their performance, getting hands-on all the valuable information necessary and more importantly understanding it.

Free Point associates with FreeAgent's help

10x
Jan

- Before FA
- With FA
- After FA

- Grew the weekly number of MQLs by **3X** thanks to traffic incoming from multiple channels such as paid and organic search, social media, display ads, and referrals.
- Decreased their average CPC by **50** as a result of keyword research and optimal use of their marketing budget.
- Engaging content that gains user retention of **30** in Youtube videos as retargeting ads.
- Drive traffic into the website through optimized digital campaigns and landing pages to increase visits by **200**.
- More than **70** of the website's traffic is coming from paid campaigns in Google search and display thanks to **FreeAgent's** increased activity in digital platforms.



Digital campaigns, case studies, landing pages and more...

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Find your zen with Work Management CRM

Enhance remote-work harmony and discover true company-wide visibility.

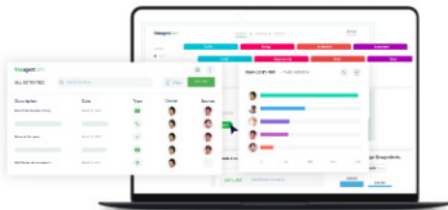
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Your Ops Dashboard

Company-wide visibility — anywhere, anytime.

Learn More

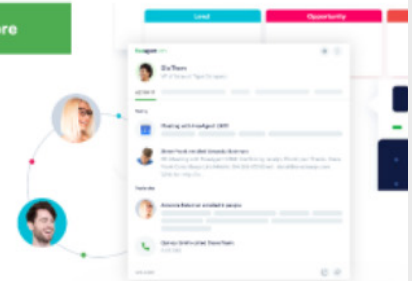


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Remote work harmony

Tackle any challenge, together — with the first complete Work Management CRM for teams.

Learn More



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Lead the way to a better work day.

Lead the way to a better work day. Great teams deserve great CRM. Enhance remote-work harmony. Win the day.

Learn More

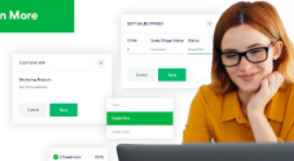


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Work your way

CRM that doesn't box you in. Customize everything, stay unique, get flexible.

Learn More



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Work is better together

Get started

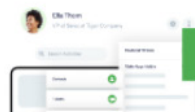


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More teamwork with less you-work

Enhance remote-work harmony with Work Management CRM.

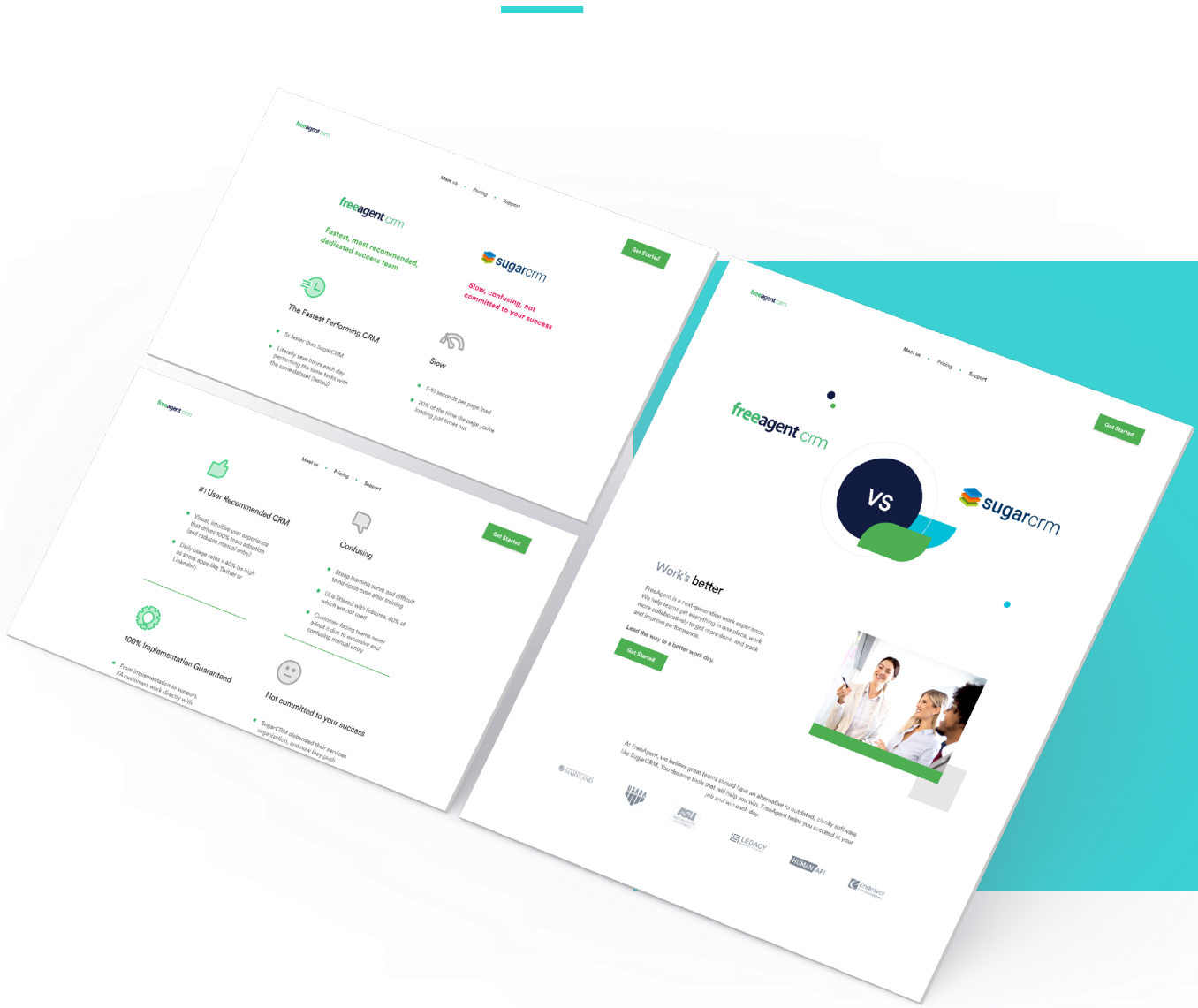
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Conclusion

Through a deep understanding of the **FreeAgent** persona and our expertise in managing digital marketing campaigns, we turned a CRM software into a platform of first necessity for many companies around the world.





At OneBrand we offer the most cost-effective solution for your design and marketing needs. If you are looking to maximize the ROI on your digital advertisements...



Increase market share through strategic web design. Contact us.

get.one-brand.io