2020

CASE STUDY

Campaign management to increase lead generation

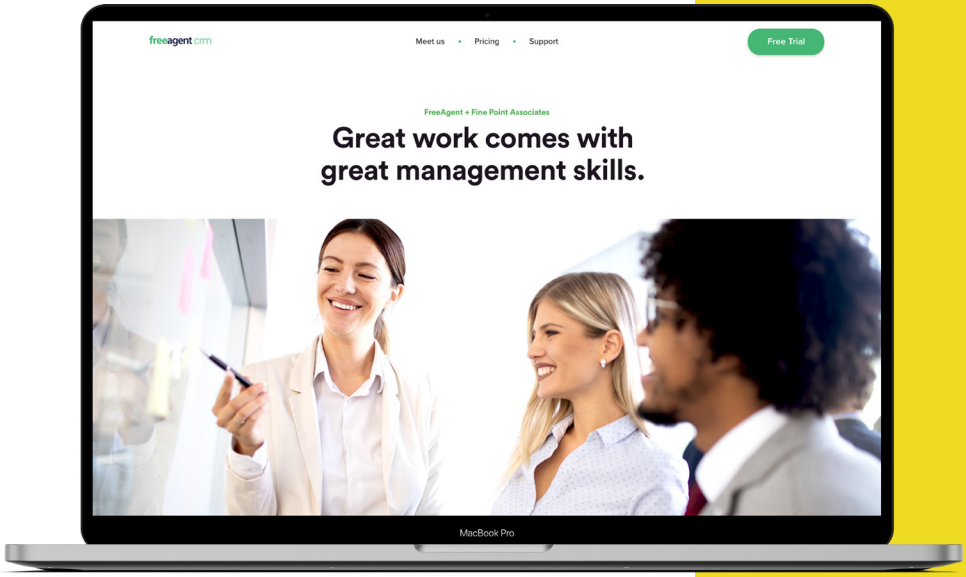
freeagent crm

one-brand.io

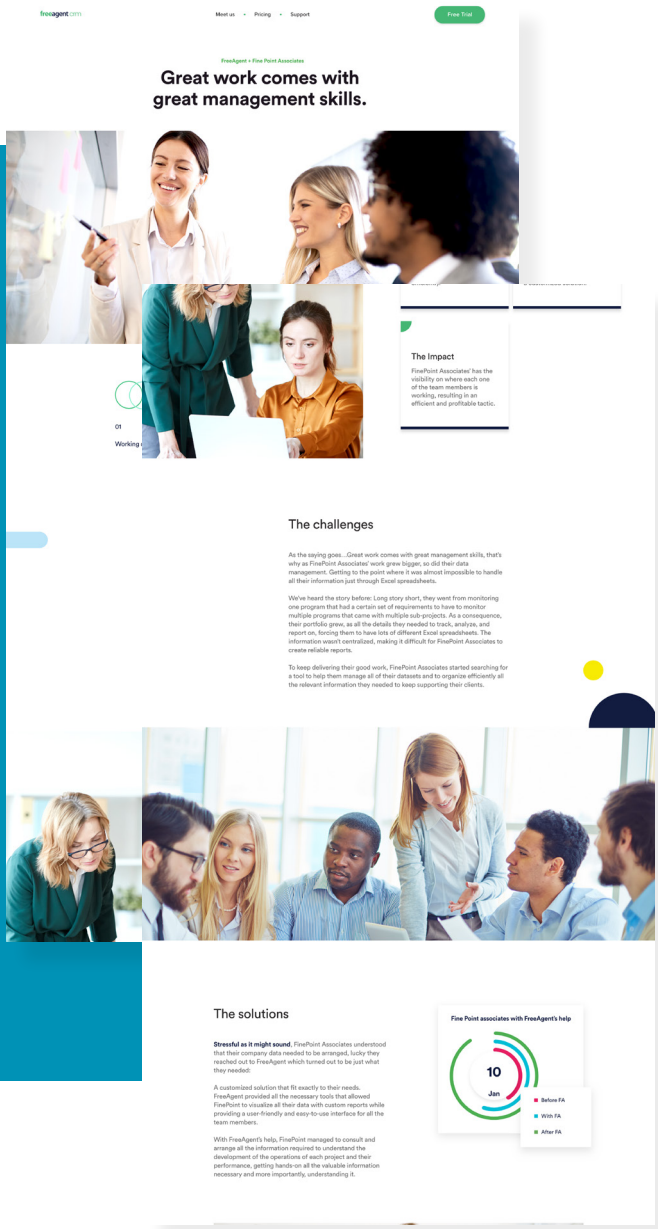
Introduction

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 digi-tal platforms, and delivering creative assets for campaigns, testing and optimizing MQLs generation.

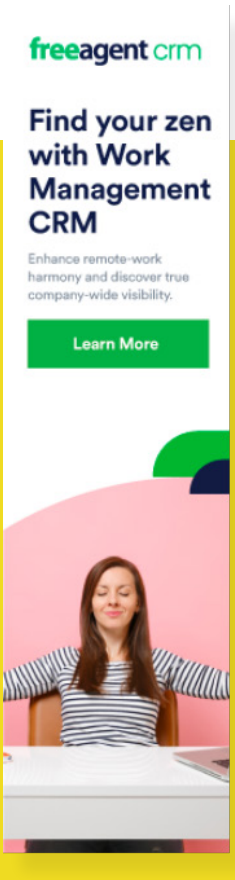


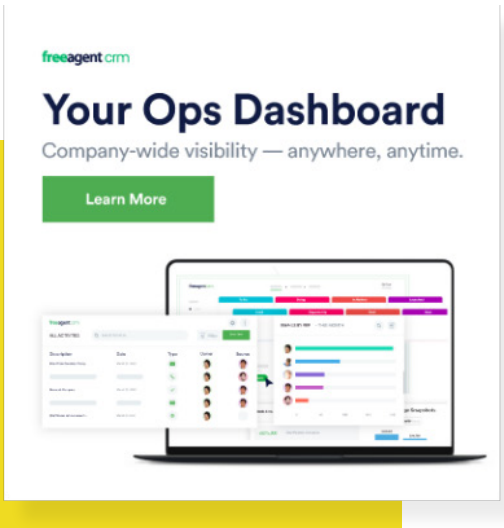
After just 8 months with us and 14 paid campaigns currently running across multiple platforms, these are the results

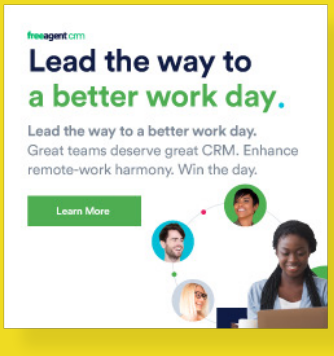


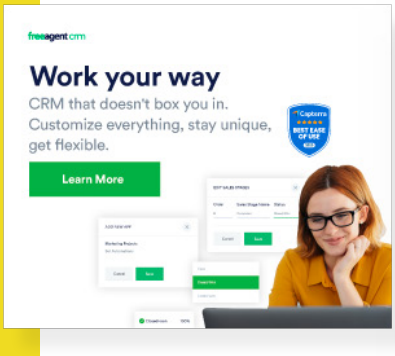
- Grew the weekly number of MQLs by **3X** thanks to traffic incoming from multiple channels such as paid and organic search, social media, display ads, and referrals.
- Decreased their average CPC by **50** as a result of keyword research and optimal use of their marketing budget.
- Engaging content 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.

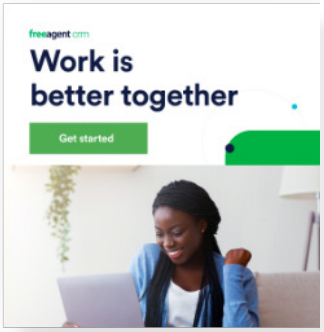
Digital campaigns, case studies, landing pages and more...

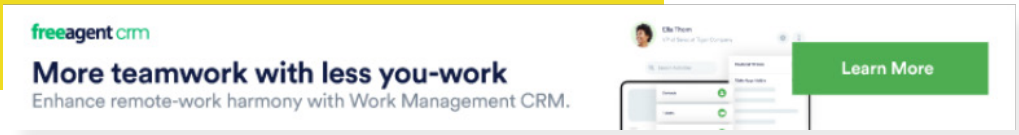






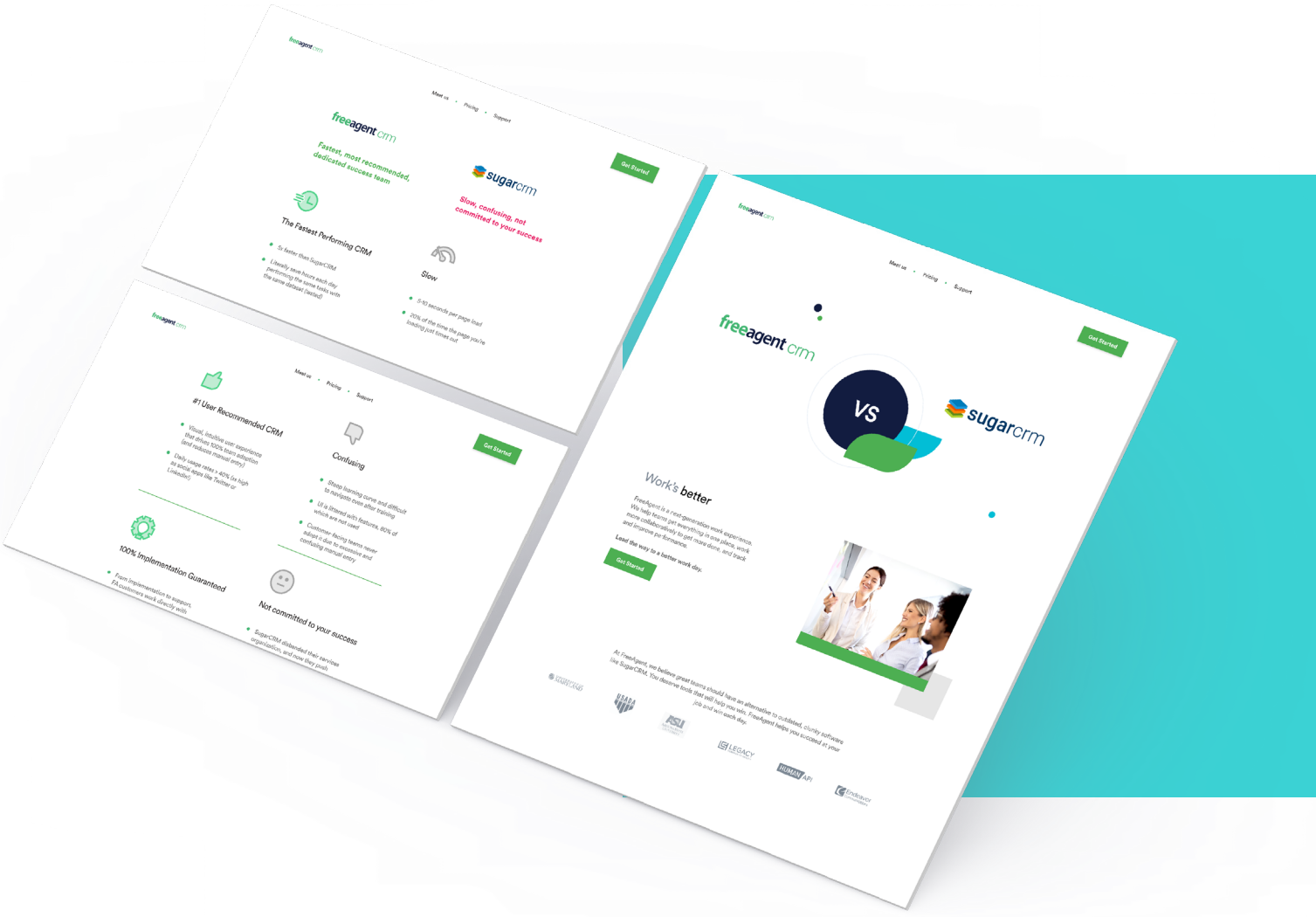






Conclusion

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.



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