

inboundMarketing

CASE STUDY: Staffing & Recruiting Agency

How a Focused Inbound Strategy Catapulted a Blog to Lead-Gen-Machine Status

The Challenge



A leading staffing solutions firm in the healthcare industry had a bank of online resources and content on their blog—and hardly any traffic or engagement.

Focused on helping locum tenens clinicians navigate their careers and connect with the right jobs, the staffing firm needed to get more return from the investment in their blog. Post views were consistently low, with some posts receiving zero visits.

The firm's primary business goals were to increase traffic and engagement with online resources, and to turn their blog into a reliable lead generation mechanism to help keep their job candidate pipeline consistently full.

What We Did



LeadG2 started from the ground up—developing keyword-based content, repurposing and optimizing blog posts, and implementing best inbound practices for lead gen.

Without a well-formulated keyword strategy, the staffing firm had been publishing content in a vacuum. We began by digging into the firm's existing content, conducting competitor research, and using HubSpot's SEO tools to understand what locum tenens prospects were searching for and identify keyword ranking opportunities.

Armed with the right keywords (as well as valuable target persona research), we could produce more strategic content—writing blog posts and premium pieces like guides and eBooks, and packaging campaigns around helpful industry topics.

The staffing firm had a healthy database of prospects that weren't receiving updates on blog content or other marketing communication. We added a quarterly eNewsletter to repurpose and drive traffic back to blog posts, encouraging visitors to subscribe and including relevant offers.

To boost visibility, we recommended making the blog more accessible on their website and added blog subscriptions CTA buttons to appropriate areas. In addition, each blog post now includes its own CTA, directing visitors to job boards or other resources so their engagement doesn't stop on the blog.

inboundMarketing

CASE STUDY: Staffing & Recruiting Agency

The Results



More traffic, more leads, and more subscribers have the staffing firm taking off with creative, enthusiastic marketing.

Efforts have paid off in the form of soaring blog traffic, with a 16-fold increase in year-to-year views and the most popular posts earning 500 views or more! Blog posts that had zero or only a handful of views before strategic changes were implemented have since accumulated views into the hundreds.

New contacts have come in from the blog in 2016 and continue to increase alongside traffic to the website. The firm has also experienced a 92% year-to-year increase in blog subscriptions.

We continue to work alongside the staffing firm to create consistent content in the form of blog posts and premium offers. Success so far has led the firm to increase eNewsletter distribution from quarterly to monthly. They're now exploring eNewsletters for different niches, as well as social advertising to further boost blog views.

FREE RESOURCE:

**THE STAFFING FIRM'S GUIDE
TO LEAD GENERATION**

DOWNLOAD