

CASE STUDY

Northwoods Drives Leads to Site with SEO-Rich Website

teamnorthwoods.com

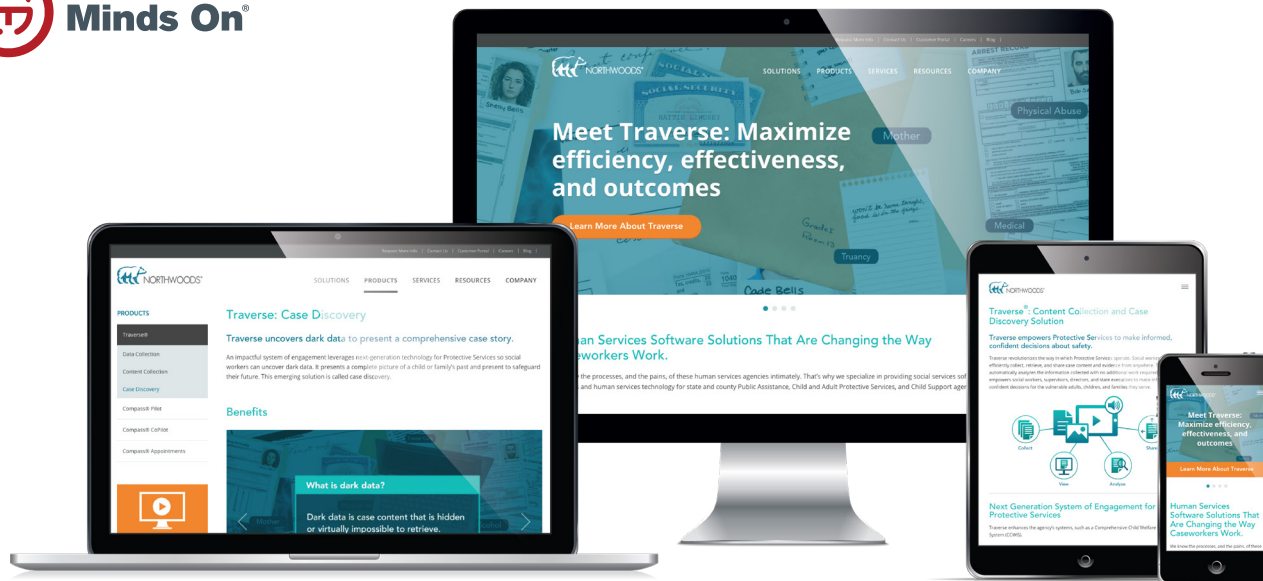
FOCUS
B2B

SIZE
51-200

PRODUCT
Product Software

INDUSTRY
Human Services/
Consulting

Northwoods is a software company that helps state and county human services agencies increase client service levels and productivity while cutting costs — allowing them to do more with less. By offering content management, appointment management and case discovery software solutions, Northwoods helps improve the work lives of caseworkers across the country. These efficiencies give caseworkers more time to focus on the most important aspect of their jobs: their clients.



INTEGRATIONS



DNN MODULES

- Form and List
- DMX Document Exchange

Challenges and Goals

- Update website to increase traffic and capture new leads
- Build brand awareness through an engaging user experience
- Improve search engine optimization

Our Solutions and Strategic Approach

- Redesign website to be more engaging with a solutions focus and strong calls to action (CTAs)
- Inform and educate target audience to drive leads through the website
- Improve SEO with rich content and relevant, industry-focused keywords
- Integrate tools such as Salesfusion, HubSpot, and Google Analytics to attract new opportunities and improve conversions
- Develop integrated marketing campaigns to promote flagship solutions
- Develop thought leadership content to position Northwoods as an industry leader
- Strategically release content over time in multiple touch points to increase traffic and drive conversions
- Drive prospects to custom landing pages to capture leads in the sales funnel
- Employ DotNetNuke's (DNN) content management system for easy content updates

Results

- Developed campaigns that drove over \$1.43 million in total pipeline influence
- Increased revenue, lead generation and overall conversions through strategic campaigns
- Boosted SEO rankings dramatically with specialized industry keyword focus
- Increased traffic with improved user experience and content quality

Get In Touch

740.548.1645
info@mindson.com

mindson.com