



# Client Case Study

A Revolution in family caregiving, achieves direct growth from SEO & Lead Gen.

## GOALS!



**740% Increase**

*in new SEO sales-intent traffic from Google & Bing*



**18% Increase**

*in overall site conversion rates from bottom of funnel*



**38 Leads**

*generated every month from our cold lead generation*



**\$250K**

*in new monthly sales lead opportunities added to pipeline*



# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



# Marketing objectives and strategy

Expectations and outcomes

## Objectives

Family-First's mission to expand required tailored solutions to engage new audiences and nurture existing customers, including employers, health plans, Medicare recipients, and direct-to-consumer markets in the U.S.

## Strategy

We orchestrated a 3-pronged digital approach to position Family-First as a key player in the care solutions marketplace. Through connected SEO enhancements, content creation, and LinkedIn + Email lead generation, we formulated an ecosystem that supported Family First's growth and brand engagement.



## Company



## Website

family-first.com

## Company Focus

Family first provides Employees and their families access to an Expert Care Team comprised of nurses, social workers, mental health professionals and Harvard-trained physicians. All are licensed and accredited with years of specialized training.



### Findings

Family First's digital presence was under-utilized from their core audience. The complexities of caregiving and personalized outreach to stakeholders presented significant untapped opportunities.



### Findings

Because of the nature of the new product to market, it was vital that we created a clear marketing campaign to address current client concerns and present their core value propositions of Family First.



# Our Market Strategies for Success

## **Engaging Content Drives Community Building**

We tailored email campaigns to decision-makers, forging valuable connections with brands that align with Family-First's mission.

## **Maximized SEO Potential With Organic Backlinks & Content**

Through meticulous SEO mapping and high-quality backlinking, we significantly enhanced organic reach, playing a key role in Family-First's growth strategy.

## **In-Depth Content Enhances Caregiving Conversation**

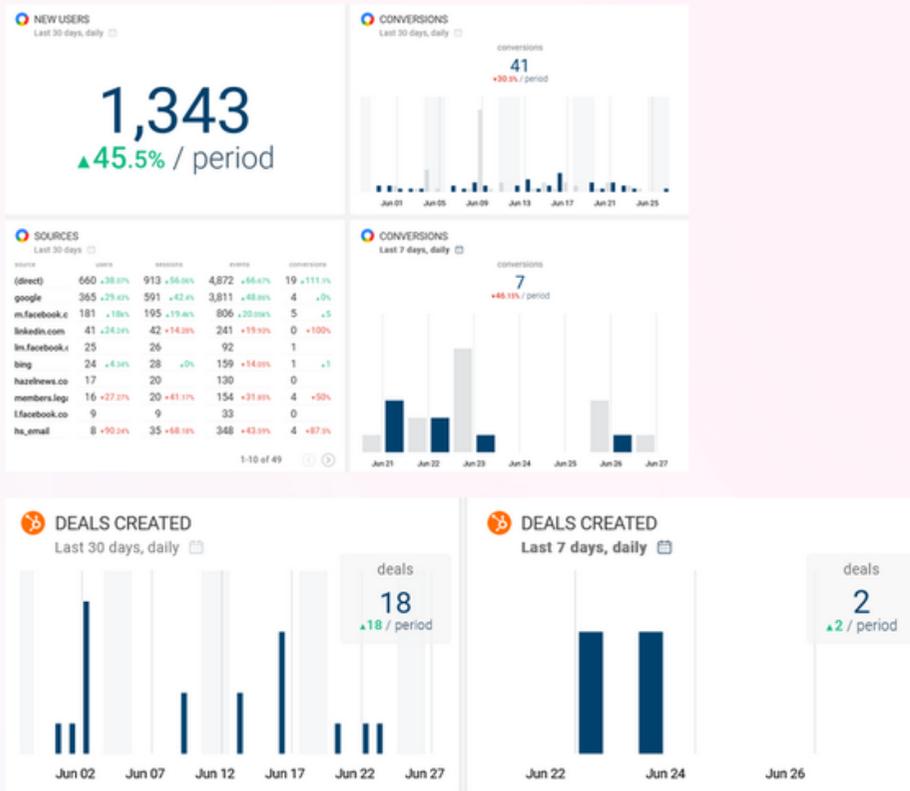
Our content deepened the dialogue around caregiving, addressing the challenges and solutions in an engaging and informative manner.

### Sales Progress

- 18 new deals in last 30 days
- 2 new deals in last 7 days

### Traffic Source

- Traffic is up 45.5% at 1,343
- 41 Form Submits in last 30 days
- 7 Form Submits in last 7 Days



# Qualified Lead Gen at Volume

Our unique blend of human touch and automated outreach helped book 38 new cold email leads, opening a \$250K new monthly lead pipeline.

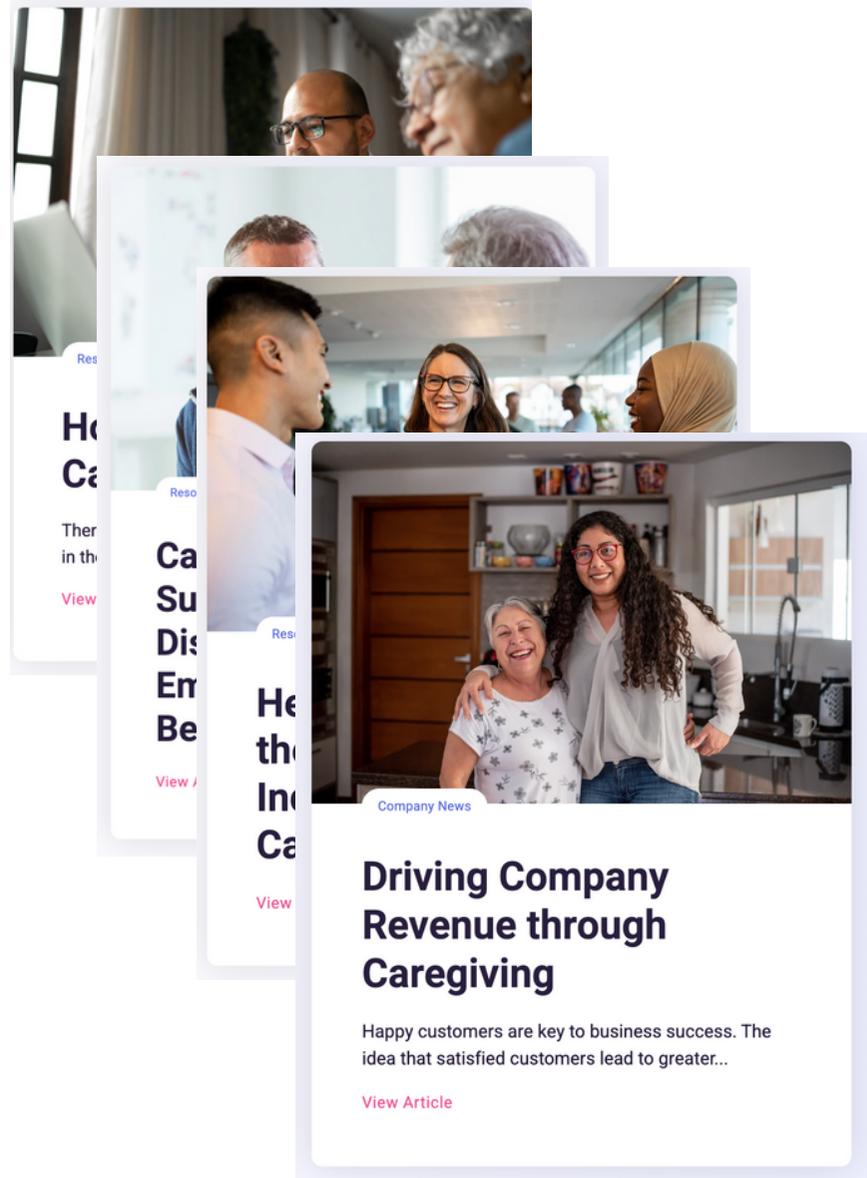
# Taking a massive leap with



**over a 700% Increase in SEO**

# Content, Written for The End Consumer

Our content deepened  
the dialogue around  
caregiving, addressing  
the challenges and  
ultimately helping  
boost conversions by  
**+15% sitewide.**





# Interested? contact us



## Website

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