



BRENTON WAY

## CLIENT CASE STUDY

Brenton Way  
6303 Owensmouth Ave  
Suite #1063  
Los Angeles, CA 91367

### CONTACT US

[www.brentonway.com](http://www.brentonway.com)

[info@brentonway.com](mailto:info@brentonway.com)

760.657.2597





**Our Client:**

Docupace  
Los Angeles, CA

**Project:**

Docupace - Outreach  
January 2018 - Ongoing



A NOTE FROM OUR CEO

## OUR APPROACH

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.

Brenton Way uses technology as a catalyst to drive deep data analysis and proof of concept strategies focused on building value and not "fluff". is a data-driven marketing agency with a focus on building **value**. We bridge the gap between you and your audience by using innovative technology. Let us **[bring your ideas to life.](#)**

**SINCERELY,**

Johnathan Saeidian, CEO

**CONTACT ME**

[www.brentonway.com/about](http://www.brentonway.com/about)  
[jj@brentonway.com](mailto:jj@brentonway.com)



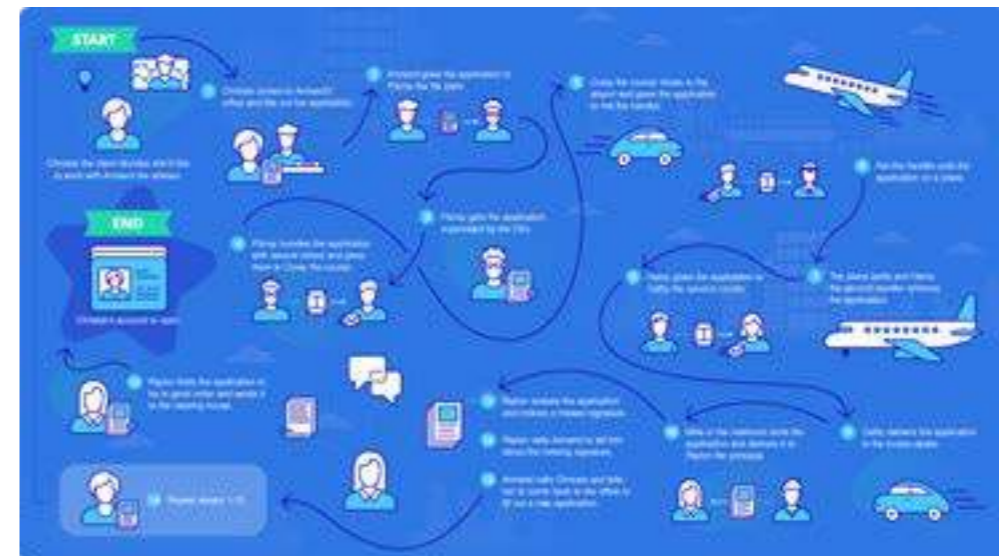
# INTRODUCTION



# Docupace

Based in Los Angeles, Docupace Technologies is the premier provider of secure and compliant electronic processing solutions for financial services firms and their advisors. The company created and implemented the industry's first Web-based, SEC/FINRA compliant Straight-thru-Processing (STP) platform.

Driven by increased levels of competition, privacy issues, document protection and government regulation, industry-leading firms are adopting the company's solutions in order to sustain profitability and audit-risk assurance.



BRENTON  
WAY  
R  
O

SHEP  
TRAVEL



# OVERVIEW

**Client:** Docupace

**URL:** [www.docupace.com](http://www.docupace.com)

**Website Focus:** Helping financial firms with regulatory compliance & data management

**Services Provided:** Lead Generation, LinkedIn Outreach, Data Enrichment, Content Creation, Facebook Ads Campaign

**Business Type:** B2B

**Client Industry:** Financial

**Case Summary:** See how we were successful at generating over +\$1.5M in MQL (market qualified leads) value in 4 months, surpassing our predicted CTR and Conversion rate while gathering over 50,000 in targeted video views through Facebook ads by creating lookalike audiences based on key data points. We also helped present new opportunities for the team at upcoming trade shows.



# IDENTIFYING THE PROBLEM

*These were some of the current issues discussed with our client at our initial meeting which helped structure our action plan.*

## **CLIENT REQUESTS:**

Creating a systemized lead generation solution through outbound

Starting more conversations with SMB & Enterprise

Targeted contact information of top decision-makers in the specific verticals

More brand awareness video views of their new marketing collateral ie. video promo, ebooks, etc.

## **OUR SUGGESTIONS:**

Creating better and relevant content for the website visitors interested in wealth management

Connecting with targeted individuals based on their roles, income, experience

Retargeting decision-makers with facebook ads campaign to build brand awareness

Organizing the website marketing collateral ie. ebooks, infographics, blogs to generate leads

Design unique outbound lead generation funnel for Email & LinkedIn



# RESULTS

SINCE CAMPAIGN LAUNCH

- Generated over +50k in video views of promo video - resulting in 1000 new monthly visitors to lead magnet page
- Generated over +\$1.5M in MQL (market qualified leads) value in 4 months
- Increased targeted company connections through LinkedIn by 3000 in 3 months
- Captured data for +5000 targeted decision-makers
- Helped increase conversation to appointment rate by 20% in 3 months through ongoing A/B testing

BRENTONWAY  
SUNLIS  
SHEP TRAVEL





**OFFICE**

Brenton Way  
6303 Owensmouth Ave  
Suite #1063  
Los Angeles, CA 91367

**CONTACT US**

[www.brentonway.com](http://www.brentonway.com)

[info@brentonway.com](mailto:info@brentonway.com)

760.657.2597

## OUR SERVICES:

PPC & ADS

SEO

PR

LEAD  
GENERATION

CONVERSION  
OPTIMIZATION

CONTENT  
CREATION

S  
E  
R  
V  
I  
C  
E  
S  
B  
R  
E  
N  
T  
O  
N  
W  
A  
Y