



Shep

BRENTON WAY

CLIENT CASE STUDY

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

CONTACT US

www.brentonway.com

info@brentonway.com

760.657.2597



Brenton Way





Our Client:

Shep Travel
Austin, TX

Project:

Shep Travel
March - September 2018

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
jj@brentonway.com



INTRODUCTION



Shep

Shep Travel is an employee-centric tool that helps businesses easily set up a travel policy, track real-time spending and reward employees for booking in-policy through a simple browser extension that shows employees what they should and shouldn't book on most travel sites.

We partnered with Shep because they are a startup company looking to disrupt their industry by providing the easiest way to book business travel. We are excited to be supporting a start up fueled by passionate people revolutionizing the travel industry.



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OVERVIEW

Client: Shep Travel

URL: www.sheptravel.com

Website Focus: Increasing knowledge about Website extension to multiple industries.

Services Provided: Facebook Ads Campaign, Website UX Optimization, SEO, Case Study Creation, Video + Blog Content, Marketing Consultation + Strategy.

Business Type: B2B

Client Industry: Business Travel Policy Creation

Case Summary: See how we were successful at surpassing our predicted CTR and Conversion rate for an Ad campaign on Facebook, with a CTR of 3.16% and a conversion rate of 43.79%. We also boosted Shep's SEO ranking, optimized their site content, and overall User Experience.



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:

Re-purposing business survey for white paper and statistical analysis.

Understanding the behavior of business travelers

New blog content to appeal to younger audience, differing from their previous publications which were not engaging.

thought-leader type content on top of written that can build rapport.

OUR SUGGESTIONS:

Creating better and relevant content for the website visitors interested in business travel

SEO - focus on building a stronger network of content, links, and keywords.

Running facebook ads campaign to survey business travelers and their behaviors

Organizing the website on-page structure for new content markups and improving engagement

Repurposing written content into special video content promoted across social channels



SCOPE OF WORK

- **Facebook Ad Campaign** - Created an Ad campaign to retrieve data to help Shep identify their client base based on Gender, Age, and Industry, to name a few. We surpassed our goals while staying under budget.
- **Case Study** - The case study combined all the data collected from the surveys and converted it into a in depth analysis of their potential clients by creating buyer personas.
- **Content Creation** - Generating 2 monthly blogs written with a brand new tone that is more casual and upbeat than their former, more formal style of blogs.
- **Video Creation** - Created 3 videos so far by re-purposing blogs while utilizing a trending method of video editing to generate better engagement.
- **SEO** - Restructured Internal Page Markups for their website, sourced strong keywords, and boosted their SEO ranking.
- **UX Optimization** - Consulted Shep to redesign the landing page's UX to help funnel potential clients to becoming customers by adding their Google chrome extension.



RESULTS

SINCE CAMPAIGN LAUNCH

- Surpassed predictions for the FB ads campaign - CTR of 3.16% and a conversion rate of 43.79%
- Identified Shep's buyer personas to help them target their potential customers
- High-level content directly improved several page organic keyword rankings resulting in a 38% increase in organic traffic
- Increased brand affinity across social, direct, & organic traffic
- Helped improve sales life cycle by better defining MQL (market qualified leads) through surveys





OFFICE

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OUR SERVICES:

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