



naranga
simply succeed.

NARANGA

CASE STUDY

Inbound Strategy Strengthens Sales Pipeline

OVERVIEW

Naranga's suite of franchise management software helps franchisors manage their daily operations and grow their business with one complete, easy-to-use platform.

Naranga turned to Marsden Marketing to accelerate their lead generation, website visits, and increase brand awareness.

Marsden Marketing instituted a complete inbound marketing strategy to attract, engage, and convert new clients to meet their lead generation goals.

“From the beginning, Marsden Marketing gave us the inbound marketing strategy we needed to move our integrated marketing and lead generation programs forward. From initial strategy and positioning, to website updates, to content, to email workflows, to continuous focus on results, Marsden's ongoing support and leadership has made a world of difference. Marsden Marketing has definitely become an integral part of our marketing team.”

- *VP of Business Development*

APPROACH

- **Buyer Personas** : This interview-based research allowed for a deeper understanding of their target customer
- **Better Alignment to Target Market**: Initial research fed several changes to their website including messaging, SEO, mobile responsiveness, additional assets and updated blog
- **Defined the “So What”**: Shifted messaging from features and functions to how it solves pain points
- **HubSpot Automation Configured and managed** implementation of continuous programs to increase website traffic, convert leads, and track results using a multi-channel approach

RESULTS



99.8% Increase in Website Visits

Increase in website visits in 6 months over previous 6 months



51.3% Over Lead Gen Goal

Exceeded quarterly lead gen goals



2.5% PPC Conversion Rate

Conversion rate achieved across pay-per-click channels

CONCLUSION

Inbound marketing results don't happen overnight, but within a few months, Naranga was able to see considerable improvements.

An updated lead nurturing email strategy, combined with new and refreshed assets, an updated website, and three pay-per-click campaigns fueled Naranga's growth, surpassing both website traffic and lead generation goals.