

VANCO

CASE STUDY

Integrated Marketing Pays Off

OVERVIEW

Marsden Marketing was engaged to assist Vanco Payment Solutions as it made a complete repositioning from being a general market payment processor, to a specialized processor focusing specifically on the unique needs of faith-based and nonprofit organizations.

We instituted a complete demand generation marketing methodology to attract, engage, and convert Vanco's targeted market sectors.

"From strategy to execution, Marsden Marketing has been an integral part of our team, driving us forward to take our inbound marketing and PR efforts to the next level. With everything from web creative to strategy, to inbound marketing and PR, Marsden has been a leading force in ensuring our program was a success. We love having Marsden as a pivotal part of our marketing team."

- SVP of Marketing

APPROACH

- **A “Go-to-Market” Strategy for Inbound Marketing and PR:** Developed to attract, engage, and convert prospects through a coordinated set of program components
- **Buyer Personas:** Created personas with deep understanding of each one’s unique pain points and needs and created content across the funnel to address each persona
- **Redesigned Website:** Focused on Vanco’s target personas with SEO-specific messaging and user experience that drove users to calls-to-action
- **Alliance with Key Partners and Influencers:** Shared Vanco’s content through guest blogging and cross posting of articles
- **Targeted Campaigns and PPC Programs:** Increased site visits and conversions on targeted landing pages

RESULTS

**1,100% Increase
in Organic
Search**

Increase in organic search in 5 months

**33% Web
Traffic Increase
from PPC**

Increase in website traffic from PPC campaigns in 3 months

**1,000% Increase
in Web Visits
from Email**

Increase in email-generated visits to the website

**Over 25%
Conversion Rate**

Conversion rate on many landing pages

CONCLUSION

The program has had a transformative impact on the company’s digital marketing presence and, most importantly, their lead generation.

In just a few months, Vanco had seen incredible results in the attract and engage stages of the inbound process.

Vanco is a great example of the power of an integrated approach to inbound marketing.