



Increasing Leads Through Content Marketing

POINT
TAKEN

CASE STUDY

The Challenge: Spectrum Stone Designs, Central Virginia's leading natural stone fabricator, wanted to obtain more leads for their business.

The Solution: Point Taken developed a content marketing strategy including a variety of free, downloadable pieces of content such as a cookbook, checklist and other materials useful to prospects considering a new granite, marble or quartz countertop. Using Point Taken's marketing automation system, Point Taken created forms, ensuring prospects submitted contact information in exchange for the free, downloadable content. Point Taken wrote search-engine optimized blog posts and redesigned the Spectrum Stone Designs website with best SEO practices in mind. Point Taken also created e-blasts as drip campaigns to nurture leads.



The Result: Point Taken's efforts helped move the Spectrum Stone Designs website to page one of Google and increased leads by more than 50 percent.



Curious How
Point Taken Can Help You
Increase Leads Through
Content Marketing?

Contact Point Taken Today
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