

Case Study: Teaching-Based Marketing

How does a small company break free from the endless cycle of "buying leads" that provide little or no return on its marketing investment? By transitioning to a teaching-based marketing strategy that attracts highly qualified leads to its website by the thousands.

Forte Research Systems, Inc.

INDUSTRY: Business-to-business. Provider of software for clinical research organizations.

HEADQUARTERS: Madison, Wisconsin USA

SIZE: ~100 employees

FOUNDED: 2000



At the start of 2012, Forte launched an teaching-based marketing initiative. The strategy built on past successes in an existing market to grow new, emerging customer community.

Provided Valuable Content



Replaced quarterly PDF newsletter with **up to 3** blog articles per week.



Hosted **up to 2** informative webinars every month.



Promoted webinars, blog articles and downloadable content using social media channels and email.



Brought Sales and Marketing teams together and reorganized responsibilities.

Increased Monthly Website Visitors

Attracted highly qualified prospects.



2012
1,900

2014
21,000

1st Page Ranking on Google

Increased SEO ranking for targeted search terms such as "CTMS" and "Clinical Trial Management Systems" to first-page rankings.

Takeaways

Stop "buying" leads.
Reduce spending on advertising.



Leverage in-house expertise and customer success stories to generate engaging content.