



# FULL DIGITAL MARKETING

TRIAD FINANCIAL  
SERVICES

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# SEGMENT

Captevrix is a full service marketing agency with one specialty: **YOUR SUCCESS!** We believe marketing is only effective if your investment is systematically tracked proving your investment is helping your business grow!



One such business is Triad Financial Services. After reaching out to us to increase their web performance, they saw astronomical growth in as little as one year.





There were many factors that were affecting Triad Financial Service's lead generation and visitor performance. Following growth driven design best practices and using content driven strategies, we improved several aspects of the website to boost marketing performance.



# The Process



Implemented consistent publishing of blogs and social media posts.



Introduced effective landing pages and eye-catching CTA's to boost leads.



Emphasized information and created content visitors were looking for.



Utilization of both short-tail and long-tail keywords while analyzing competitors.

Within the first year, Triad's *digital strategy* experienced substantial growth.



## Landing Page Performance

## Marketing Performance

✓ **181%** Visit Increase  
From 78,854 to 194,661

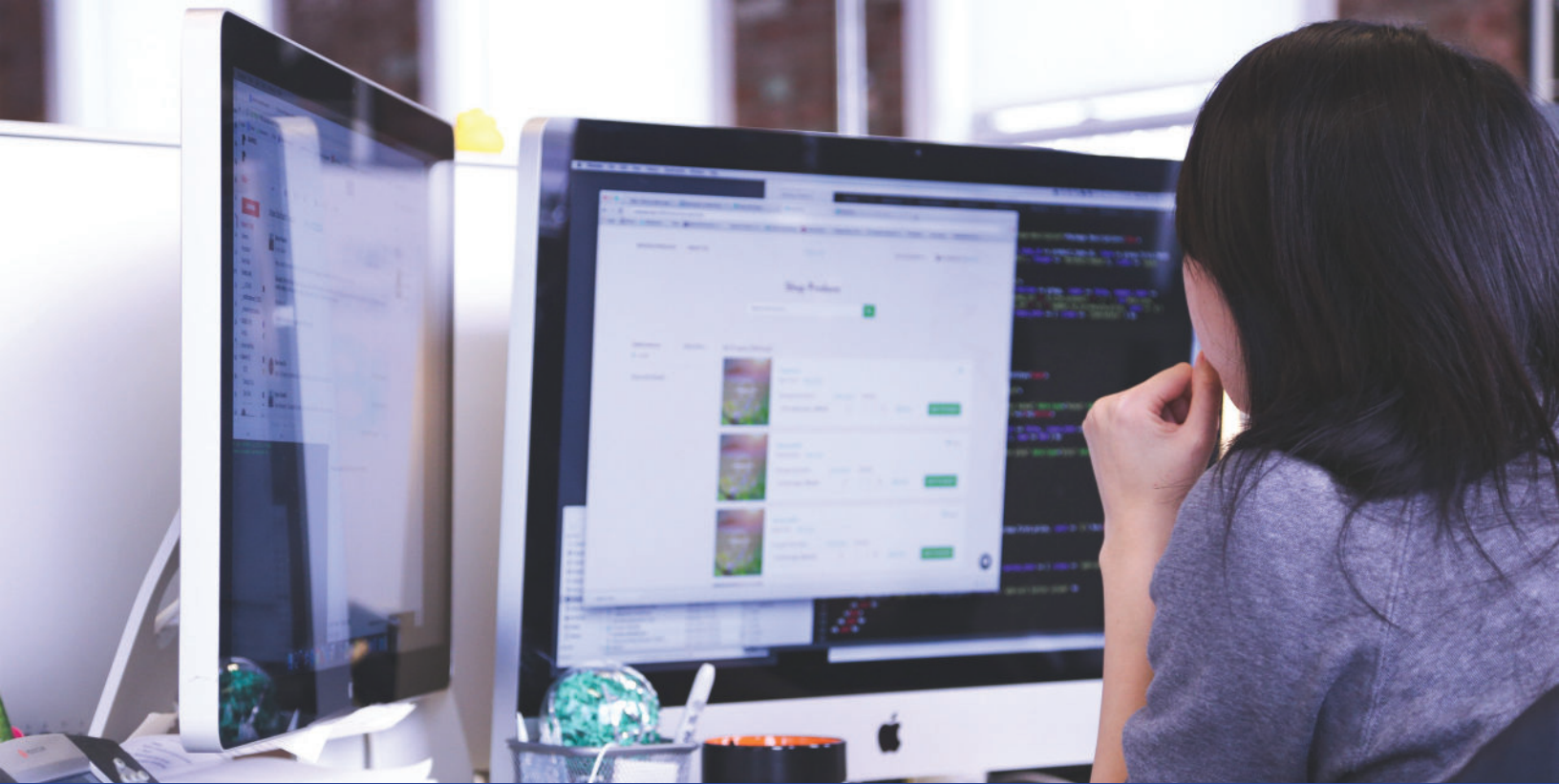
✓ **155%** Contact Increase  
From 1,578 to 3,757

✓ **766%** Lead Increase  
From 221 to 1,924

✓ **1209%** Viewership+  
From 1,416 to 16,606

✓ **447%** Submissions+  
From 287 to 1,439

✓ **528%** New Contacts+  
From 194 to 1,117



## Blogging Performance

✓ **73 Blogs**  
Published  
From 7 to 73

✓ **8420%**  
View Increase  
From 160 to 8,776

## Email Performance

✓ **300%**  
Open Rate Increase  
From 607 to 2,360

✓ **121%**  
Click Rate Increase  
From 37 to 73

# Let's Get Started

Could your online performance use some help? Let's work together to produce more traffic to your website and start getting real results.



- ☆ Plan & Strategize
- ☆ Create Unique Content
- ☆ Follow Best Practices
- ☆ Develop & Publish
- ☆ Engage Visitors

## Interested?

Click here to schedule a no-obligation, free consultation >>

Thank You!