# CASE STUDY

Content Marketing & SEO Focus of a Technology Company

## About Digital Practice

Digital Practice partners with expanding organizations that want their marketing to move faster and work smarter. Our approach blends strategic content planning with automated systems and a curated network of crowdsourced talent. This allows companies to scale their marketing output without increasing headcount.

## About The Company

This company is a fast growing B2B technology provider that needed help strengthening both its online presence and its in person marketing efforts. With a small internal team and an increasingly competitive market, the company found it difficult to create consistent content, promote events effectively, and gain visibility on Google. Their leadership knew they needed stronger systems, better structure, and more hands to bring their marketing goals to life.

Digital Practice

## Challenges

Their marketing presence did not reflect the true strength of their product and the team did not have enough people to produce the volume of content required to win in search. Their Google ranking remained low and they struggled to appear for meaningful keywords. Without a strong online footprint, their ideal customers simply were not finding them.

The team was also managing several different platforms without a unified plan. Salesforce, HubSpot, Zapier, and Monday were being used independently and this created a significant amount of manual work. Important data was scattered, reporting was inconsistent, and the company lacked the visibility it needed to make confident decisions.

Their event marketing also suffered. Content that was created for in person engagements was not synchronized with online communication. As a result, prospects received fragmented messaging across channels.

The company's leadership wanted a repeatable system that could strengthen their brand, increase their authority online, and multiply the output of their small team. They needed a partner who could add structure, capacity, and expertise in order to accelerate their growth.

# Solution Process

## Creating a True Content Engine

We began by developing a detailed content creation calendar built around the company's ideal customer profile. This calendar became the source of truth for every piece of content. It clarified the message, set the pace of production, and created a predictable publishing rhythm. The team finally had a clear roadmap that aligned every channel and every initiative.

## Integration and Automation

Next, Digital Practice connected the company's key platforms so they worked together rather than separately. Salesforce, HubSpot, Zapier, and Monday were unified into a single ecosystem. This eliminated countless manual tasks and gave the marketing and sales teams access to the same information at the same time.

The integrated system created seamless workflows, automated repetitive processes, and improved measurement across campaigns. For the first time, leadership could see the full picture of how marketing influenced pipeline.

## Activating Content Across Every Channel

Once the content engine and system structure were established, Digital Practice executed a coordinated rollout across the website, email, and in person events. Every channel now shared the same message and supported the same strategy. This improved brand presence, increased audience engagement, and created a more cohesive experience for prospects.

## Expanding Capacity Through Crowdsourced Talent

To sustain the new pace of production, Digital Practice assembled a flexible team of writers, designers, and specialists who could plug into the company's workflow instantly. This gave the organization access to a larger, more skilled team without increasing payroll. With this support system in place, marketing no longer stalled due to bandwidth constraints.

# Results

The company's domain authority increased by ten points within six months. This improvement raised their credibility in search and allowed them to appear more often for competitive terms. As domain authority improved, email deliverability also strengthened, resulting in better inbox placement and more reliable engagement.

The integrated content strategy improved both SEO and SEM performance. With a clearer message and consistent publication schedule, the company began attracting more qualified prospects organically.

Their internal team also experienced a major transformation. Content production became faster because everyone was working from the same plan. Systems provided deeper insight, so decisions became easier to make. With crowdsourced talent supporting day to day work, the company had a more capable and efficient marketing engine than ever before.

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**"Digital Practice gave us everything we were missing. We finally had structure, clarity, and a team that could keep up with the pace we needed. Our systems talk to each other, our content is aligned with our ideal customers, and our online presence has grown tremendously. It feels like we added an entire department without hiring internally."**

— Leadership Team, [Redacted Technology Company]

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