



Case Study

Facility management company explores inbound marketing and earns an extra \$2.6M.



Objectives

This Florida facilities management company wanted to increase traffic to their website, so they reached out to Tiny Marketing for content marketing support, but they got so much more.



Challenges

The FM company was growing quickly, but it was 100% sales-led, which meant a lot of heavy lifting. They wanted to increase the number of prospects that reached out to them, and they wanted them to be further down the sales cycle by the time they reached out.



Solutions

Instead of focusing on article content alone, we built a holistic plan that included distribution, ads, and email marketing.

The Results

#1

The FM company earned \$2.6M in sales through marketing-attributed lead generation.

#2

Web traffic grew by 35% in only three months and 24% increase in page views.

#3

Email readers were more engaged than ever with 68% falling in the "read thoroughly" category in the email platform.



We weren't expecting results this big!

Andrew
FM Company