

CASE STUDY

How One Client's Website Leads Grew by 82% When Tiller Digital Partnered With Material Insight.

82%

Web Lead Growth
Year-Over-Year

30%

Email Open Rate
on Blog Digest

20%

Sales Growth

Tiller is an agency with a creative approach and a problem-solving attitude. They're practical, and they're pros at developing and designing websites and applications. It speaks for itself when you have such trust and confidence in your partners.



Chantel Elliott
Senior Partner, Material Insight

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INDUSTRY

Digital Marketing

LOCATION

Canada (global)

What We Provided

WEB PROJECT

- Back-end audit & strategy
- Wireframe collaboration
- Website implementation including design, dev, testing & launch
- 3rd-party integrations (e.g. MailChimp, Salesnet CRM)
- Google Analytics setup

OTHER CONTRIBUTIONS

- SEM display ad design
- Design and publish link-building assets
- Login page design evolution
- Conversion tracking
- Ongoing WordPress updates & web support

Material Insight is a specialist in marketing for technology companies. They have supported the growth of more than 50 tech ventures in Western Canada, including Vancouver-based Aprio, a tech firm that markets board portal software.

In October 2015, Material Insight and Tiller Digital began helping Aprio ramp up growth of software sales across North America.

THE CHALLENGE

A templated website with poor ROI

As part of the marketing ramp up for Aprio, Material Insight needed to perform a website audit. They brought in their long-term web design and development partner, Tiller Digital.

What they found was a website in dire need of an upgrade. The existing site seemed almost invisible to search engines—prospects couldn't find it and very few were making sales contact or asking for a demo. When visitors did land on the site, it was so slow to load that many gave up and left before fully exploring what Aprio had to offer.

“The website wasn't SEO friendly; it was built on a WordPress template with multiple plugins that slowed page loading; they were on page 20 in search results and no one could find them.”

THE SOLUTION

Top-to-bottom web project: redesign and enhance search rank to improve sales leads

Material Insight and Tiller rolled up their sleeves and put their heads together to create a website plan that would help Aprio generate website leads, improve sales, and dominate search engine rank in their niche.

Material Insight's relationship with its subcontractors is unique. They function as a sort of marketing VP, taking the wheel for a client's marketing strategy and execution oversight before bringing in trusted, specialized vendors to help them execute their vision and achieve their goals.

Working with Material Insight, Tiller advised on a design that scrapped the templated website and redesigned the site from top-to-bottom. Meanwhile, Material Insight performed research on highly searched keyword phrases to create content and build inbound links that would generate new, high-quality leads.

Tiller did the wireframe, design, and development work. Their contributions included website design, search optimization, and site speed and performance improvements to foster higher quality website traffic and generate sales leads.

“What a difference! Tiller built a custom website for our client. It looks fantastic, and it loads lightning fast. Client feedback has been overwhelmingly positive and, even more important, it was the marketing backbone that drove sales leads.

THE RESULT

82% web lead growth in one year

Tiller and Material Insight share a mutual desire to create websites that look great, attract customers, and generate leads and revenue for their clients.

The results of their collaboration speak for themselves. Within a year of launching the new site, Aprio's website leads increased by a whopping 82%. The new website also supported a 20% leap in sales growth.

The finished website far exceeded their client's expectations. As Aprio's founder, John Kidder said:

“This [website] is WAY BETTER. Nice look, easy to get around, good sales points, good general information. I am very pleased with this effort—looks professional and up to date.”

“Within a year, we grew web leads by more than 80%. A great design, a great performing site, and a great collaborative web team were key to that growth.”

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When you need a website that engages your target market and converts visitors into buyers, Tiller's the team you want in your corner.

Whether you need design, development, branding, or go-to-market solutions—we help you bring your big ideas to life.

Let's Talk