

Conversion Rate Optimization

RO Innovation

magneti
CASE
STUDIES

EXECUTIVE SUMMARY

Magneti's first project with RO Innovation was an SEO-focused site audit and content review and recommendations. The audit uncovered many problems for the startup — duplicate content, missing meta descriptions, overlong page titles, etc. There was also a complex gating system (form-protected web pages) for RO's content that resulted in a confusing user experience.

Magneti started addressing these issues, ultimately increasing conversion rates for RO Innovation. These CRO-based changes were applied to RO Innovation's new website.

ABOUT THE CLIENT

RO Innovation is a customer reference and sales enablement software company, privately owned and headquartered in Denver, Colo. The platform allows clients to create, deploy, manage and measure sales content to accelerate sales cycles, increase revenue and analyze intelligence to drive smarter marketing spend. Since being founded in 2002, RO Innovation has enabled a range of businesses, from venture-funded startups to large, global enterprises.

The logo for RO Innovation features the letters 'ro' in a lowercase, sans-serif font. The letter 'o' is replaced by a stylized camera aperture icon with five blades. To the right of this icon is a vertical bar, followed by the word 'innovation' in a lowercase, sans-serif font.

CHALLENGE

RO Innovation had dozens of resources that were all gated behind one form but were broken up by category — ebooks, white papers, etc. On the form, a website visitor had to “check” which group of resources he or she wanted to access (e.g. ebooks), and then would have access to all of the ebooks. If the visitor wished to view white papers next, he or she would have to re-fill the form and check “white papers.” This system resulted in a confusing user experience that also didn't give RO Innovation proper intelligence about who was accessing which content. Lastly, website visitors were not nurtured through confirmation pages and follow-up emails. Magneti implemented a new gating system and nurturing program to increase and optimize RO Innovation's conversion rates.

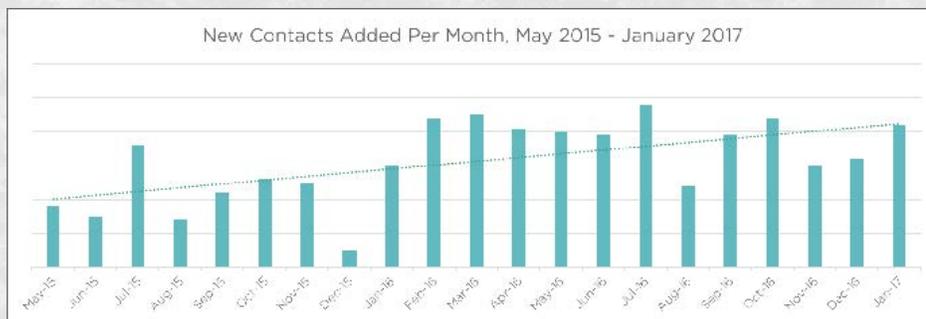
SOLUTION

Magneti implemented HubSpot, an inbound marketing and sales platform, which enabled all the tools to optimize RO Innovation's conversion rates. Magneti created separate landing pages for every resource, as well as confirmation (thank-you) pages and automated emails that linked to the next obvious conversion point.

For example, a popular ebook on the RO website is "Starting a Customer Reference Program from Scratch." Magneti created a confirmation page and follow-up email that had links to the next step of the program.

RESULTS

After Magneti implemented the updated system of gating resources, RO Innovation saw a significant increase in new contacts/leads. (Dec. 2015 was abnormally low due to the launch of the new website.)



LEADS FROM GATED RESOURCES:

September 2015 - September 2016 ↑ **161.8%**

October 2015 - October 2016 ↑ **147.6%**

November 2015 - November 2016 ↑ **253.3%**

ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

EXAMPLE GATED PAGE:

Build your Customer Reference Program for SUCCESS

Keep Happy Customers, and Catch Up with Buyers

Setup a customer reference program, making customer references an essential piece of the B2B experience.

Over 22K of users are already subscribed to this, but 92K more are waiting to be added.

Building a customer reference program is the perfect solution to help your customer relationships, providing your past customers the best way to make referrals and spread the word.

In this eBook you will learn:

- How to create a best-of-breed customer reference program
- How to get sales, marketing and executive buy-in
- Best practices and common pitfalls

This resource is designed for B2B sales, marketing and customer reference programs. It is not a general guide for B2C. It is a practical manual intended to give you the best tools to your happy customers.

Set Up Your Program For Success

First Name*

Last Name*

Email*

Company Name*

[Get the eBook](#)

EXAMPLE CONFIRMATION PAGE:

Thank You for your Interest in our Customer Reference Program best practices eBook!

[Click to Download](#)

Since you are about to read our "Starting a Customer Reference Program from Scratch" eBook, you know there are a lot of moving parts that go into building a customer reference program. That's why we've gone ahead and done some of the hard work for you and developed a series of handy checklists to make sure you've covered it all in your initial planning.

Download our **30-60-90 day "getting started" checklist** now, and get access to the "120 days and beyond" checklist for free as a bonus.

Get the 30-60-90 Day "Getting Started" Guides Now!

First Name*

Last Name*

Email*

Company Name*

[Get the Guides](#)

EXAMPLE EMAIL:

Hi Magneti,

Thank you for your interest in the eBook, **Starting a Customer Reference Program from Scratch**. You can [download your copy here](#).

We hope this blueprint helps you build the ultimate customer reference program so your company can generate more business, create better engaged buyers that close faster, and leverage the power of your strongest sales asset - the voice of your happy customers.

If you have any problems with your download please contact me.

Sincerely,

Lisa Hoessel

Lisa Hoessel
Director of Customer Conversation
RO Innovation
888.731.4002 x708

P.S. You can also [Request a Demo](#) at any time. We'd be glad to walk you through the ways that RO Innovation can set you up for success with a seamless, easy-to-use reference management program.

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