



SEO AGENCY

Clientflow is an app that has been designed to reduce delays on projects. Sending email reminders to clients is easy with Clientflow - the interface is clear and simple with pricing options for businesses of all sizes.

Clientflow needed to grow their database, get more traffic and acquire new customers. They needed to do this in the most efficient and cost effective way.

Clientflow's Founder set out to find an SEO Specialist to develop an effective digital strategy and coach him through the implementation process. This included practical help so he could create effective content to drive real results on his own.

In steps Mark Hayes from Tiger Tiger

Seeing the usefulness of Clientflow's app for businesses, Mark researched hot-button topics and notable influencers to target. He then developed an SEO strategy with a list of possible options for the client to choose from. This allowed the founder to align his internal resource and budget with the overall business objectives.

Mark coached the founder around writing and posting content rich blog articles, offering feedback and suggestions that improved headlines, and influenced customer engagement and reach.

With the content created, Clientflow had a marketing plan to execute and they started work promoting everything that had been put together.

The Results

Clientflow's decision to focus on content marketing was well worth the time and financial investment. In just one month, the new content had generated a stack of changes:

- 200 new customers.
- An increase of 575 subscribers to the database.
- A feature in [Moz.com](https://moz.com)'s (digital publisher) newsletter, sent to thousands of marketers worldwide.
- 40,000 page views to their website.
- Over 40 new backlinks that will boost organic search ranking.

On the strength of this content, Clientflow's website now has more than 500 visitors a day.