



## **Meet Stephen O'Connor Director of Digital Marketing at Advanced Data Systems**

### **Stephen's Team Had Seen Success with Inbound, But Their Results Were Plateauing. They Needed to Do More.**

ADS has been a HubSpot user, a practitioner of inbound marketing, and a partner with IMPACT for several years. Although their overall performance had improved from when we first began working together, we saw that ADS' results were beginning to level-off.

We also recognized that there were opportunities sitting dormant in their database, as well as room for improvement at the top- and middle-of-the-funnel. In short, it was time to go from "Inbound 1.0" to "Inbound 2.0."

**We developed a two-part lead generation strategy. In the short-term, we focused our activities on conversion rate optimization (CRO), blog optimization, and a fresh content strategy. We also developed a forward-looking, long-term content strategy and implemented a brand new lead scoring model.**

**In 6 Months, They Had a:**

**+ 92%**

increase in sales opportunities because of  
their new content strategy

**“Their ability to provide  
guidance and expertise for our  
various marketing programs has  
led to a substantial increase  
in sales”**

And we love working with you, Stephen!