



# THE PROOF IS IN THE NUMBERS

We're not all sizzle and no steak.

Check out our latest case studies to see how our clients are earning outsized returns.



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# 40,000 Page Views From One Blog Post In Just 1 Month

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## Description

Clientflow is an email automation app designed to reduce delays on any client project. They've made sending email reminders to your clients a breeze, with a refreshingly simple interface and pricing options perfect for businesses of all sizes.

## Their Challenge

As a bootstrapped company, Clientflow desperately needed an efficient and affordable way to bring in traffic, grow their email list and get new clients signed up for the app.

Founder Marco Massaro was looking for a capable consultant to craft a winning digital strategy and coach him through the process of executing it on his own, including hands-on help in creating the kind of content that drives significant results.



## Our Solution

Seeing the incredible utility of Clientflow's app for businesses, we researched hot-button topics and notable influencers for Marco to target.

We then created a comprehensive strategy with a list of possible options he could choose from, allowing Marco to prioritise what he had time and budget for.

Next, we coached Marco through the creation of an in-depth blog post, offering feedback and suggestions that improved headlines, enticed influencers and amplified his outreach.

The result was "How One Cold Email Landed Me a \$15K Consulting Project" an actionable tell-all we knew would make a splash with the both the marketing community and businesses alike.

With the content created, we gave Marco a multi-channel outreach plan to execute on, and he got to work promoting what we'd put together as a team.

## Our Results

Clientflow's investment in content marketing paid off both quickly and in a BIG way.

In just one month, that new content generated:

- 200 new signups for the app
- 575 signups for the company email list
- A feature in digital juggernaut Moz.com's semi-monthly newsletter, sent to thousands of marketers worldwide
- 40,000 page views to the Clientflow website from 20,000+ unique visitors
- 40+ new quality backlinks that will boost visibility over the long-term

On the strength of their content, the site continues to receive upwards of 500 visitors a day – not bad for a bootstrapped company that started from ground zero!

Importantly, this is just one of the many pieces Marco will be creating with the help of our coaching across the life of his project, and we're excited to see how much further his online marketing will go in generating these kinds of outsized returns for his business.



# Over 150% Higher Conversions & A Return to the First Page

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## Description

Squirrel is Auckland's most awarded mortgage broker – a friendly team who is passionate about helping kiwis make smart property decisions. They fight for the buyer in a world where everyone works for the seller.

## Their Challenge

After experiencing a rankings drop, the company was eager to find a partner who could help them reclaim their first-page rankings in a sustainable, Google-friendly way.

Their niche was ultra-competitive, with major banks and organisations dominating the top results.

They needed a strategy to get business back through their doors – not a fluffy, buzzword-filled strategy. It was time for some no-nonsense, in-the-weeds hard work!



## Our Solution

First, we undertook a deep-dive audit to identify the cause of the rankings drop and get a full picture of how the competitive landscape had shifted in Squirrel's niche.

We found a need for new, relevant and authoritative links that would not only drive rankings improvements, but relevant traffic, too.

We also determined that Squirrel needed to improve their citations, update their Google My Business accounts and adopt a long-tail keyword strategy to compete more effectively across multiple local regions.

We launched a content marketing and outreach campaign that targeted financial bloggers, journalists and industry hubs like Interest.co.nz.

Technical onsite issues such as slow page load speeds and incomplete sitemaps were also addressed.

## Our Results

We helped Squirrel to compete – and win – against big banks and much larger organisations using white hat tactics.

Not only did these new quality links push Squirrel back to the top for competitive phrases like “Mortgage Broker” and “Mortgage Broker Auckland”. The results have been sustained, and over the course of a year, Squirrel's conversion completions rose over 150%.



# 200% More Traffic Through No-Nonsense SEO

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## Description

Opened in 1991, **La Barrique** was an upper-end wine merchant in Auckland, specialising in the import and sale of fine wines from all across the world. When customers needed a wine that would impress both their guests and their palate, La Barrique stocked hard-to-find labels unavailable in supermarkets and standard bottle shops. From crisp champagnes to exotic reds and everything in between, the shop was known for its selection and the wine expertise of its owners.

Full of life, passion and character, the little shop on the corner of Bassett and Remuera was a delight to the community for over 21 years.

## Their Challenge

While their wine selection was impeccable, La Barrique's website traffic was not.

As a local business competing for limited space in Google's results, it was crucial that La Barrique find a way to crack the top rankings, improve organic traffic and start generating more customers through search engines.

They needed to clearly understand where their website was coming up short for search engines, and they also needed to know exactly how to fix those problems.



## Our Solution

We undertook a comprehensive SEO audit for La Barrique and identified close to 3,000 SEO issues that were holding the site back from optimal performance.

Some of the problems that needed addressing were widespread duplicate content issues, broken links scattered throughout the site, missing meta-descriptions and a lack of "alt" attributes.

Once the problems had been identified, we prioritised and compiled all our discovered information into an easy-to-understand document, written in plain English, and presented it to La Barrique for review. We worked together with their team to systematically fix every issue.

Finally, we conducted targeted outreach and link building that successfully connected La Barrique with wine bloggers and niche directories, bringing in residual traffic and improve La Barrique's overall authority online.

## Our Results

After the recommendations in our audit were implemented and the link building began, the site really took off.

During our 6-month relationship, traffic to La Barrique increased by more than 200%

We'll raise a glass to that!



# 488% More Conversions from Adwords: 0% More Budget

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## Description

The company is an established, car rental brand in New Zealand, providing flexible rental options at affordable rates to a growing base of new and repeat customers.

## Their Challenge

The rental company had hired a large, international pay-per-click services provider to set up and manage their Google Adwords campaigns, but results weren't what they'd hoped.

Their previous provider used a robotic AI that would, in theory, respond to market changes, then continually write and optimise new ads automatically. In reality, the returns were poor. Ads weren't being clicked, and conversions barely trickled in – all at a substantial cost.

They approached Rocketshp to see if a more human approach would drive better returns.



## Our Solution

After an initial audit, we quickly identified two critical problems: Ads were poorly written, and campaigns were haphazardly organised.

We immediately paused or removed losing ads and devoted the company's budget to the few ads that were performing, generating an immediate cost savings while we developed our strategy.

Our audit also revealed that significant spend was being lost to irrelevant clicks, so we moved quickly to implement a negative keyword list to eliminate these costly, poorly qualified leads.

Then, our real overhaul of their campaigns began.

By revisiting the keyword research done by the previous provider, we identified opportunities to expand the company's campaigns to target both local and international travelers with less expensive, long-tail phrases as part of the ad mix.

From there, we restructured their Adwords campaigns in three key ways:

- Created new ad groups to target particular segments, such as Auckland Airport
- Created global ad campaigns targeting specific countries with consistent and considerable tourism interest.
- Created ad extensions for both mobile and desktop ads.

Finally, we worked with copywriters to write and test new ad copy based on the company's unique value proposition – humans writing for humans, the way it should be.

## Our Results

After 18 months, the company's conversion rates have increased by a staggering 488% - without increasing their budget whatsoever.

Thanks to a massive improvement in campaign efficiency and a human approach to copy, the company is now able to compete against larger, international chains and win new customers from keyword verticals and countries that had previously been ignored.



# 2000% Growth in 6 Months for Disruptive Fintech Company

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## Description

In a short six months, we helped a Fintech company establish themselves as a legitimate competitor in an extremely competitive niche and connect with a highly sought-after but difficult to reach audience.

Our growth hacking strategy was all-encompassing, from paid and organic channels to event-based promotions – and it paid off, to the tune of a 2000% increase in growth.

## Their Challenge

The client needed to establish themselves as a realistic alternative in a market with an audience that is both difficult to reach and resistant to marketing of any kind.

At the time they approached Rocketshp, the company had a poor presence in search engines and had done very little in the way of paid ads or social activity.

They needed a partner who could develop and execute a strategy and collaborate with their internal team to implement at scale.



## Our Solution

To help this company grow, we needed to reach decision makers who are traditionally very hard to connect with and already inundated with marketing material.

Our strategy was all-encompassing, but a few critical, well-performing pieces included:

### — Content Marketing

We conducted careful research to find topics of interest to the company's time-starved target audience and developed a plan for repurposing this content in ad, email and social media campaigns.

### — LinkedIn Prospecting (Ads, Email, Content Marketing)

After we helped this company optimise their own profile, we used a combination of tailored, hot-button content, careful InMail outreach, group membership and targeted ads to spark conversations and create awareness in the target market.

### — Paid Media & Social Advertising

Using hyper-targeted Facebook, Twitter and Adwords ads/retargeting, we connected with decision makers and stayed top-of mind over the course of months, reminding them of the product and encouraging them to participate in information-based events like webinars.

### — Influencer Outreach

After identifying a base of relevant targets, we undertook a campaign to engage with influencers in the Fintech space through authentic, 1-to-1 interaction: sharing their content, commenting on their posts and joining into their conversations.

## Our Results

After a short 6 months, the client realised a 2000% increase growth and was equipped to bring the strategy in-house.



# 120% Increase in Leads for Healthcare SaaS Company

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## Description

A New Zealand-based SaaS provider for the healthcare industry needed a way to turn more of their visitors into leads. The company had already invested in content assets, but minimalistic landing pages and their lack of a nurturing strategy meant great opportunities were being missed.

## Their Challenge

When this SaaS company approached Rocketshp, they needed a partner who could help them increase downloads of their whitepapers and grow the number of leads coming into the funnel.

The information in their content was useful and sound, but the design of their landing pages and content assets was minimal and did little to entice a visitor to take action.

The company was eager to work with someone who understood their big picture and could help them across all stages of the funnel to nurture visitors and turn them into qualified leads.



## Our Solution

After an initial audit, we saw a tremendous opportunity to create a multi-touch strategy that would help turn visitors into highly motivated leads.

We also recognized that the company's existing landing pages could be substantially improved by making the design more compelling – both improving the aesthetics of the page and making the information easier to consume.

We began by redesigning these landing pages, using visual elements to call attention to important information and establish credibility quickly.

Once the pages had been optimised, we turned our attention to the improving the visual design of the company's whitepapers, adding custom-designed icons and images and wrapping the information up in a slick package using the company's branding and colours.

Next, we optimised the company's existing workflows in HubSpot and created a new, beautifully designed infographic to be sent out as part of the company's onboarding workflow.

Finally, we created a social campaign around the new landing pages and redesigned content, reaching out directly to a carefully curated list of influencers in the healthcare space to make them aware of the resources available.

## Our Results

The company has seen an enormous improvement in lead quantity and quality, with views for relevant landing pages up by 119.5% and leads generated up 120%.

Impressively, some landing pages involved in the campaign convert as high as 31.78%, well above industry standards.

# Work with a partner who's as obsessed with getting results as you are.



If you're ready to find out how much more your digital marketing could be doing for you, drop us a line.

We can't wait to find out if we're a fit.



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