JOSH

The Smarketers

helps Josh Software

generate 300% ROI

in 7 months.

Here's how...

The Smarketers
Your Growth Catalyst

Josh software, an IT services company, started out in 2007. They have had the single-minded focus of building innovative web-based applications for their clientele based on an Open Source framework. In a short period of time, Josh became a formidable tech company who were consistently ranked as the #1 most reliable software development partner by most of their clients. Today, Josh has their presence in the USA, UAE and India.

Although they had a brand name prominent in some parts of the world, when they set up a new business unit in India, they faced a challenge. The new unit was set to target an entirely different market, which meant that they had to establish their presence in this new market without any prior brand awareness.

So how did Josh overcome this hurdle?

The Challenge

Without a full-fledged, in-house marketing team, Josh was struggling to establish their presence in a competitive market. They soon realized that the best way to handle end-to-end marketing was to partner with an agency. **Enter Smarketers.**

The main goal for Smarketers was - to assess Josh's marketing needs, establish a solid brand presence, drive organic traffic to their new website and convert leads. This in turn, had to generate revenue for the company.

At times, since Josh was working with a tight ship, they wouldn't be able to provide constant intervention in the marketing activities. This meant that Smarketers had to be self-reliant and prove to have trustworthy instincts on what was best to amp-up Josh's business.

Smarketers' strategy for Josh

Primarily, Smarketers' aim was to ensure long-term results. This was achieved with an **integrated Inbound and ABM approach**.

Organic methods were used to build Josh's brand presence. These included increasing website traffic with a healthy mix of Inbound and SEO techniques. Smarketers ensured that information is consistently made available to the prospective customers of Josh Software. Additionally, catchy titles were used and relevant content was targeted at the prospective clients in order to encourage them to download the gated assets.

While developing content, Smarketers ensures that transactional, consideration, and awareness-based keywords are used and these keywords in turn are indexed for the website. Intent-based content is given the most attention which includes developing content around the following areas:

◆ What products or services does the target audience currently use or have used in the past?

◆ What are their pain points?

◆ Which topics do they want to know about?

◆ What questions are they asking?

These questions help us further understand in which direction our content strategy should be driven in. For Josh's content strategy, blogging was the primary focus for both the on-page and off-page SEO.

On-page content was carefully crafted in such a way that it prioritized headings, maintained a consistent count of at least 1000 words per blog, and focused on answering the frequently asked questions on the subject. High-quality inbound links were generated through various sources like Quora, Reddit, Medium, Guest posts, Linkedin groups and review websites for the **off-page content.** This approach contributed to the increase in DA from 0 - 24.

Consequently, assets on the website were gated wherever relevant and the internal linking was based around topic clusters. This was done to make sure that the traffic flows to the topic-wise conversion pages on the website, therefore increasing lead-generation. Additionally, monthly webinars were made part of the awareness campaign.

For **ABM**, specific industries were first identified which were in need of efficient app and product development. Once these industries were identified, Smarketers started building a target account list and a contact list along with developing messaging for the same.

The ABM campaigns coupled with the inbound strategy, started delivering leads right from the 3rd month. At this point, HubSpot became the glue that stitched both the inbound and ABM strategies seamlessly. Additionally, a refined nurture flow was created for each prospect that was engaging with Josh through various channels, with a highly personalized outreach program focused on the needs of the account.

With the swift implementation of **HubSpot Marketing Professional Hub**, Smarketers brought together the entire campaign in one place with visibility over each lead. In this way, Smarketers helped Josh streamline all their marketing processes in order to drive measurable business results.

The Result - In numbers

In just over 8 months of partnering with Smarketers, Josh saw commendable growth, that included:
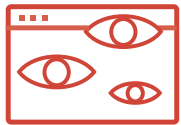
4000+

Visitors to their
new website

300%

RoI

500+

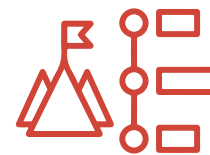Marketing qualified
leads

2278

Total ABM
accounts created

60%+

Engagement rate
via emails

36.3%

Engagement rate
in the ads

100%

OKR Achievement
in Marketing

Hear it from our client:

"The whole team of The Smarketers is very professional and reliable. In terms of implementation, the Smarketers team demonstrated excellent skills and competence. After acquiring all the services offered by The Smarketers, Josh Software's marketing department posted impeccable results in the first quarter of this fiscal year."

Supriya Jadhav - Marketing Manager
Josh Software Private Limited

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What can Smarketers do for your business?

At Smarketers, we believe in a long-term, holistic approach to marketing in order to deliver consistent and quantifiable results. Right from market research and planning your brand presence, we help in running awareness campaigns, focused ABM campaigns and in developing relevant content that helps increase outreach.

We take a consultative route that helps us first determine your needs before designing a tailor-made strategy for your business. Apart from Inbound marketing and ABM, other areas of Smarketers' expertise include Web Development, SEO, Content Marketing, Email Marketing and Market Research.

In order to know more about how we can help your business, get in touch with us today.