



SUCCESS STORY | WORKPLACE MANAGEMENT SOFTWARE PROVIDER

# iOFFICE Drives Qualified Leads to Website & Sales Team With Updated UX & Content Strategy



## INDUSTRY

Workplace Management Software Provider

## COMPANY GOALS

iOFFICE needed a modernized website and strategic inbound marketing support to grow its customer base and stand out from competitors.

## WEBSITE

[iofficecorp.com](http://iofficecorp.com)

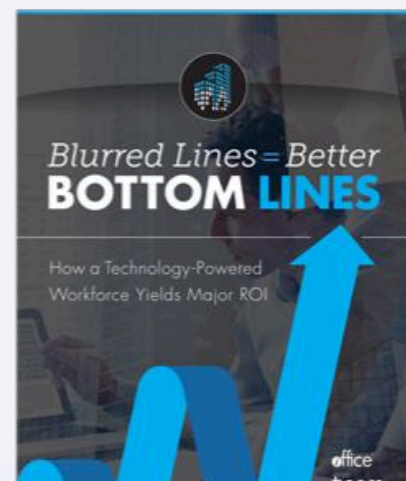
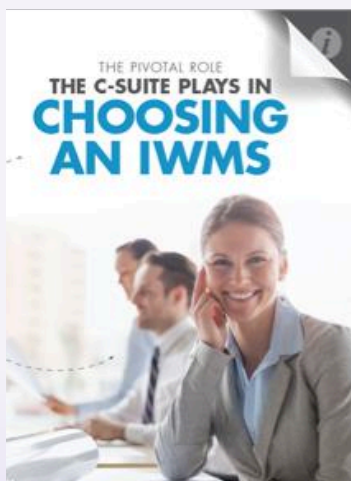
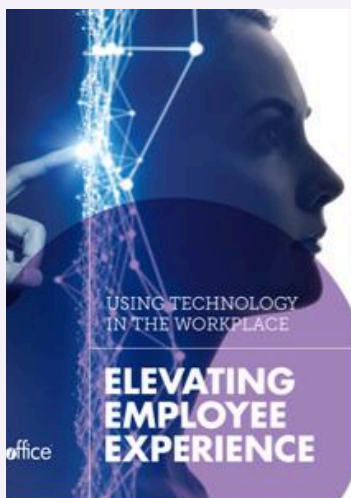
# Introduction

As a fast-growing workplace management solution provider, iOFFICE was on a mission to expand their reach and modernize their digital presence. The company saw the need to transform their website into a dynamic, conversion-focused platform while establishing a comprehensive inbound marketing strategy to attract new visitors, build trust with target audiences and move leads more efficiently through their sales funnel.

## The Challenge

To move beyond their competitors, iOFFICE needed their website to evolve: after all, if your site looks out-of-date, chances are people will think your software is, too.

iOFFICE also saw the potential inbound marketing offered to attract visitors, convert leads and close deals. They wanted to develop customer relationships and target buyers with a more multi-faceted approach.



# The Partnership

## Pinpointing Personas

A team of brand journalists at Kuno Creative interviewed iOFFICE employees and customers to develop buyer personas. This created the foundation for optimizing iOFFICE's site user experience through constant monitoring and assessment of their user journey and conversion paths.

## Launching a Revamped Content Strategy

The Kuno team also used these insights to launch an on-site content strategy that included persona-specific long-form content, including blog posts, eBooks, webinars and guides. These elements consistently generated organic traffic and converted visitors into leads.

## Implementing Email Campaigns and Nurturing

Email campaigns further nurtured qualified leads to turn over to the sales team for engagement. Moving leads down the sales funnel proved to be essential: half of those who watched iOFFICE's demo video converted into customers.

## HubSpot Optimization

iOFFICE also gave Kuno the chance to optimize its HubSpot software by providing ongoing website updates and maintenance. That way, iOFFICE could capitalize on what is working in real time.

## Enhancing Brand Experience

Kuno ensured clarity and consistency through website design strategy, content and blogging strategies, multimedia production and graphic design for iOFFICE's digital initiatives.

# Key Wins

Through their partnership with Kuno, iOFFICE achieved impressive performance improvements, including:

- **44.72% increase** in website leads
- **83% increase** in marketing-to-sales qualified leads
- **33.54% increase** in organic website traffic
- **66% increase** in new customer acquisition

# Quick Stats



**44.72%**

increase in website leads



**83%**

increase in marketing-to-sales  
qualified leads



**33.54%**

increase in organic website traffic



**66%**

increase in new customer acquisition

## The Vision

The bond between iOFFICE and Kuno Creative continues to grow. The team will amplify its SEO efforts to identify quick wins and longer-term keyword strategies to improve organic traffic. To further help move leads through the sales funnel, Kuno is creating persona-centric videos for the iOFFICE website.

**Stay current. Stay agile. Stay one step ahead.**

Get in touch with us to learn how an inbound marketing program can capture leads  
and increase revenue.

**Let's Plan Your Growth**