



# SEO & Content Writing for Call Center

## PROJECT DETAILS

 Digital Marketing

 Mar. 2016 - Ongoing

 \$200,000 to \$999,999



*"They're definitely dedicated to us and show a genuine interest in our campaigns."*

## PROJECT SUMMARY

A call center engages Ignite Visibility for digital marketing services to manage SEO campaigns. Ignite Visibility creates content and posts on social media platforms including Facebook, Twitter, and LinkedIn.

## PROJECT FEEDBACK

Their SEO initiatives increased website traffic, resulting in a greater number of leads and sales secured. Ignite Visibility provides ideas to advance campaigns that the team also effectively manages. The team facilitates seamless collaboration and demonstrates a notable commitment to its success.



## The Client

Introduce your business and what you do there.

I'm the CEO of a call center — TeleDirect.

## The Challenge

What challenge were you trying to address with Ignite Visibility?

Prior to Ignite, we purchased leads through various websites because our website wasn't optimized for organic growth.



CEO, TeleDirect



Telecommunications



501-1,000 Employees



Sacramento, California

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

Ignite essentially manages our SEO initiatives. They help us enhance our website as well as write website content and blog posts. They post on our social media platforms too, so Facebook, Twitter, and LinkedIn.

### What is the team composition?

I currently work with Yves (SEO Project Manager), Sarah (Social Media Marketing Specialist), and Izzy (Digital Public Relations Manager).

### How did you come to work with Ignite Visibility?

We found them through a referral and chose them based on their reputation in the market.

### How much have you invested with them?

We spend about \$45,000 a year on their services.

### What is the status of this engagement?

We started our ongoing partnership in March 2016.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

They're dedicated and bring a lot of ideas to the table. Their work on our website resulted in an increase in organic traffic and leads thereby increasing sales. The leads Ignite pushes through our website convert at a higher rate because the people coming to our website either read our content or found us through searches. Our sales have increased a lot.





## How did Ignite Visibility perform from a project management standpoint?

We use Basecamp as our project management tool and have biweekly marketing meetings. Their team has changed but fortunately, it has never made a bad impression. Their entire team's great, and they're on target.

## What did you find most impressive about them?

I only leave reviews if I'm impressed, and I'm more than happy to leave a review for Ignite. It's easy to work with them. They're definitely dedicated to us and show a genuine interest in our campaigns.

## Are there any areas they could improve?

No, not at this point.

## Do you have any advice for potential customers?

Go with Ignite. That's the team you need if you want to increase your sales through organic traffic.

