

BookkeeperLive's leads increased by 20%. Website traffic is up by 50%.



COMPANY INTRODUCTION

BookkeeperLive (BKL) is a US-based bookkeeping service for small businesses, offering whole-sale bookkeeping services to businesses, independent contractors, and entrepreneurs. They combine modern technology with expert accounting professionals to help business owners run their businesses in less time.



THE PROBLEM

As BookkeeperLive continued to grow as a company, so did its need to differentiate itself from the competition. They realized they needed an agency to help them leverage their business performance to compete in the digital marketing game and promote themselves to their target audience.



THE SOLUTION

BookkeeperLive partnered with Optamark Digital to realize its marketing initiatives. The team then implemented its multichannel approach and expertise in lead generation to attract and bring value to its existing clients while expanding its current customer base. At the same time, promoting the current brand values and core mission to maximize revenue. Then the team created a custom road map for the company to activate various marketing channels to drive traffic and lead conversation.

Through creating a targeted game plan, here are some key metrics we implemented for BookkeeperLive

- ▶ Identified their digital marketing channels
- ▶ Activated their multichannel marketing
- ▶ Created and optimize content
- ▶ Measured KPIs
- ▶ Achieved SLAs



THE RESULTS

In just six months, BKL was able to accelerate growth in all areas: website traffic increased by 50% year over year; they saw a 20% increase in leads qualified by sales reps; they landed 2 new clients who were referred by current customers, and they were able to increase average value per client by \$1,200 annually (a 27% increase).

Figures are continuously growing.

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CLIENT
TESTIMONIALS

The team at Optamark Digital has been able to vastly improve my leads funnel through their expertise in digital marketing services. My website has never looked better, and I am getting more leads than ever before. -Krupal P.