



CASE STUDY

A Project Management SaaS
Company's Journey to Increased
Revenue



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OVERVIEW

Welcome to an insightful journey through one of our most impactful collaborations at Adroit. This case study unveils the transformative strategies we implemented for our client, a trailblazing SaaS company in the realm of project management. This client, leveraging a freemium model, has been at the forefront of offering innovative and user-friendly project management solutions to a diverse range of users.



CLIENT PROFILE



SCRUMLINK

SCRUMLINK*

Scrumlink has carved out a niche in the highly competitive project management software market. Their platform is designed to streamline workflow, enhance team collaboration, and improve overall project efficiency for their users. By adopting a freemium model, Scrumlink successfully attracted a substantial user base, providing free basic services with the option to upgrade to more advanced, paid features.

*Note: Specific information (including their name and some data) has been redacted to maintain our client's confidentiality.

CHALLENGE : ELEVATING REVENUE IN A SATURATED MARKET



Despite a robust product offering and a growing user base, Scrumlink faced a pivotal challenge – boosting their overall revenue. In a market brimming with competitors and rapidly evolving user needs, Scrumlink needed to not only attract more users but also convert these users from free to paid subscriptions. The primary goal was clear: enhance revenue streams without compromising on user experience and value.

THE ADROIT SOLUTION : A TAILORED, MULTI-PRONGED STRATEGY

Recognizing the unique challenges and potentials of Scrumlink, Adroit stepped in with a customized digital marketing strategy. Our approach was multi-faceted, focusing on driving organic traffic through SEO optimization, improving ad campaign conversions with strategic lead hook creations, and crafting an engaging, ongoing email campaign to encourage users to transition from the free tier to paid subscriptions.

As we delve deeper into this case study, we will explore each of these strategies in detail, highlighting the specific actions taken, the challenges faced, and the remarkable success achieved by Scrumlink through our partnership.



ADROIT'S STRATEGIC APPROACH

1. SEARCH ENGINE OPTIMIZATION (SEO)
2. CONVERSION-DRIVEN AD CAMPAIGNS
3. EMAIL NURTURE CAMPAIGNS



1

SEO FOR TRAFFIC

In the digital age, visibility is key to attracting potential customers, and this is especially true in the competitive SaaS market. Adroit's first step in elevating Scrumlink's market position involved a comprehensive SEO (Search Engine Optimization) strategy aimed at boosting organic traffic. Here's how we did it:

OBJECTIVE

The primary goal was to enhance Scrumlink's visibility on search engines, thereby increasing organic traffic to their website. This increase in traffic was crucial for attracting new users and reinforcing Scrumlink's presence in the project management software industry.



1

STRATEGY

KEYWORD RESEARCH & IMPLEMENTATION

We conducted in-depth research to identify high-impact keywords related to project management software. These keywords were meticulously integrated into Scrumlink's web content, ensuring relevance and search engine compatibility.

CONTENT OPTIMIZATIONS

Recognizing the power of content, we revamped Scrumlink's website with engaging, informative, and SEO-friendly articles, blogs, and case studies. This content was not only designed to rank higher on search engines but also to provide genuine value to Scrumlink's audience.

ENHANCING WEBSITE UI/UX

An often overlooked aspect of SEO is the user experience. We improved the navigability, loading speed, and overall design of Scrumlink's website. A user-friendly interface encourages longer visit durations and better engagement, which positively impacts SEO rankings.

1

IMPLEMENTATION

The implementation phase involved a collaborative effort between Adroit's SEO specialists and Scrumlink's web development team. Regular updates, consistent content creation, and continuous optimization were key components of this phase.



RESULTS

- A 19% increase in organic traffic was observed within 6 months of implementing the strategy.
- Improved search engine rankings for targeted keywords, leading to greater visibility: 60 new keywords on page 1 of Google.
- Enhanced user engagement on the website, evidenced by lower bounce rates and longer session durations (-7% and 0:12, respectively)
- Improved website conversion rate by 11%.

CONCLUSION

Through targeted SEO efforts, Scrumlink experienced a substantial boost in organic traffic, laying a strong foundation for increased user acquisition and revenue growth. This initial step in our strategic approach demonstrated the power of well-executed SEO in driving organic growth for SaaS companies.



1

KEYWORDS ON
FIRST PAGE

+60

BOUNCE
RATE

-7%

AVG. SESSION
DURATION

+0:12

ORGANIC
TRAFFIC

+19%

CONVERSION
RATE

+11%

2 AD CAMPAIGNS

Following the success of our SEO optimization efforts, Adroit turned its focus to enhancing Scrumlink's advertising strategy. The goal was to not only attract clicks but also to convert these clicks into meaningful engagements and eventually, paying customers. This was achieved through the innovative use of ebooks as lead magnets in our ad campaigns.

OBJECTIVE

The primary aim of this phase was to increase the conversion rate of Scrumlink's advertising campaigns. By offering valuable content in the form of ebooks, we sought to attract potential premium users who would be more likely to invest in Scrumlink's advanced features.



2

STRATEGY

EBOOK CREATION

Recognizing the potential of high-quality, informative content, we created a series of ebooks centered around key topics in project management. These ebooks were designed to appeal to Scrumlink's target audience, providing insights, tips, and best practices.

TARGETED AD CAMPAIGNS

Utilizing the ebooks as lead magnets, we launched targeted advertising campaigns on various platforms, including social media and search engines. These ads were tailored to reach individuals and organizations most likely to benefit from Scrumlink's offerings.

OPTIMIZED LANDING PAGES

To maximize conversions, we designed specific landing pages for each ebook, with clear and compelling CTAs. These pages were optimized for user experience, ensuring a smooth transition from ad click to ebook download.

2

IMPLEMENTATION

The implementation involved a coordinated effort across multiple channels. Continuous monitoring and tweaking of ad campaigns were essential to ensure optimal performance. The ebooks were distributed through these campaigns, capturing leads and initiating the user journey towards Scrumlink's paid tiers.



RESULTS

- A significant increase in conversion rates from Scrumlink's ad campaigns (+230%), with more users downloading ebooks and engaging with Scrumlink's content.
- Higher lead generation (+180%), with a noticeable rise in potential customers showing interest in Scrumlink's premium offerings.
- Enhanced brand authority and recognition, as the quality of the ebooks established Scrumlink as a knowledgeable leader in the project management space (+6% Returning Users).

CONCLUSION

By integrating valuable content into Scrumlink's advertising strategy, Adroit successfully increased the effectiveness and conversion rates of their ad campaigns. This innovative approach not only attracted more users but also positioned Scrumlink as a trusted resource in the project management industry.



2

LANDING PAGE
CONVERSION RATE

+230%

RETURNING
USERS

+6%

AD
SPEND

+\$0

LEAD
QUANTITY

+180%

3

EMAIL UPSELLS

After enhancing Scrumlink's online visibility and ad campaign conversions, the next strategic move by Adroit was to focus on converting Scrumlink's free-tier users to their paid subscription plans. This was accomplished through a carefully crafted email marketing campaign.

OBJECTIVE

The primary goal of this initiative was to encourage users of Scrumlink's free version to recognize the value of upgrading to the paid tier. The campaign aimed to educate users about the advanced features and benefits of the premium version, thereby increasing the conversion rate from free to paid subscriptions.



3

STRATEGY

SEGMENTED EMAIL LISTS

Understanding that Scrumlink's user base had diverse needs, we segmented the email lists based on user behavior, engagement level, and expressed interests. This segmentation allowed for more personalized and targeted email content.

ENGAGING CONTENT CREATION

The emails were crafted to be informative, engaging, and visually appealing. They included tips, insights, and success stories that demonstrated the practical benefits of Scrumlink's paid features.

CONSISTENT OUTREACH

We established a schedule for regular email dispatches, ensuring a consistent presence in the users' inboxes without overwhelming them. This consistency was key in keeping Scrumlink top-of-mind for its users.

CLEAR & COMPELLING CALLS-TO-ACTION

Each email included clear CTAs encouraging users to explore the paid tier, often linking to detailed pages on Scrumlink's website where users could learn more and easily upgrade their accounts.

3

IMPLEMENTATION

This phase involved a close collaboration between Adroit's content creators, email marketing specialists, and Scrumlink's customer relations team. The campaign was dynamically adjusted based on user engagement metrics and feedback.



RESULTS

- A significant increase in the conversion rate of free-tier users to paid subscriptions (+8%).
- Enhanced user engagement, as evidenced by higher open and click-through rates in the emails (27% and 4%, respectively).
- Positive user feedback, indicating an appreciation for the informational content provided (+2 NPS).

CONCLUSION

The targeted and user-focused email marketing campaign successfully bridged the gap between Scrumlink's free and paid offerings. By highlighting the value of Scrumlink's premium features in a relevant and engaging manner, Adroit was able to effectively encourage users to upgrade, thus contributing significantly to the overall revenue growth of Scrumlink.



3

NPS
SCORE

+2

OPEN
RATE

27%

CLICK-THROUGH
RATE

4%

PAID
UPGRADES

+8%

OUTCOMES & SUCCESS METRICS

The collaboration between Adroit and Scrumlink, characterized by a strategic and integrated approach to digital marketing, yielded significant outcomes and measurable success across various metrics. This section highlights the key achievements and the impact of our strategies on Scrumlink's business objectives.

OVERALL REVENUE GROWTH

METRIC

Increase in Total Revenue.

RESULT

Scrumlink experienced a substantial increase in overall revenue, surpassing the initial goals set at the beginning of our partnership. This growth was a direct result of higher conversion rates and increased user engagement with both free and paid tiers.

USER BASE EXPANSION

METRIC

Growth in Free and Paid User Bases.

RESULT

There was a noticeable expansion in Scrumlink's user base. The SEO efforts and targeted ad campaigns attracted a larger pool of free-tier users, while the email marketing campaign effectively converted a higher percentage of these users to paid subscriptions.

OUTCOMES & SUCCESS METRICS

ENGAGEMENT

METRIC

Website Engagement and Email Interaction Rates.

RESULT

Enhanced user engagement was observed, with lower bounce rates and longer session durations on Scrumlink's website. Additionally, the email campaigns showed increased open and click-through rates, indicating a higher level of user interest and interaction.

CONVERSIONS

METRIC

Conversion Rates from Different Channels.

RESULT

There was a marked improvement in conversion rates from both organic traffic (due to SEO efforts) and paid traffic (through the ebook-centric ad campaigns). The email marketing campaign also contributed to a higher conversion rate from free to paid subscriptions.

BRAND RECOGNITION & AUTHORITY

METRIC

Online Presence and Brand Perception.

RESULT

Through the distribution of high-quality ebooks and consistent, value-driven content, Scrumlink's position as a thought leader in the project management space was strengthened. This enhanced brand authority contributed to trust-building and long-term user engagement, as evidenced by improvements in Scrumlink's NPS score.

THE CONCLUSION



The collaboration between Adroit and Scrumlink serves as a testament to the power of a well-rounded digital marketing strategy. By focusing on key areas such as SEO, targeted advertising, and email marketing, Scrumlink not only achieved its primary goal of increasing revenue but also expanded its user base, improved engagement metrics, and enhanced its brand recognition. These outcomes underscore the importance of a strategic and integrated approach to achieving success in the digital marketing realm, particularly for SaaS companies.

SUMMARY OF ACHIEVEMENTS

- Scrumlink's challenge of increasing overall revenue was met with a comprehensive plan that included SEO optimization, innovative ad campaigns using ebooks as lead magnets, and a targeted email marketing strategy.
- Each strategy was meticulously executed, leading to increased organic traffic, higher conversion rates, and a significant rise in the number of users transitioning from the free to the paid tier.
- The success metrics speak volumes: substantial revenue growth, expanded user base, enhanced engagement, improved conversion rates, and solidified brand authority.

CLIENT TESTIMONIAL

"As a founder of [Scrumlink], I've witnessed firsthand the impact Adroit's strategies had on our company. When we first talked to Adroit, we were struggling to differentiate ourselves in a crowded market and to capture revenue from our users. Adroit's team didn't just offer services; they provided a partnership that was deeply committed to understanding and achieving our goals.

The innovative approaches, particularly in SEO and targeted advertising, were game-changers for us. It was impressive to see how the well-crafted content drew in prospects who genuinely needed our premium features.

Probably the most impactful strategy was the email campaign. The emails spoke to our users and got them to finally upgrade to a paid account. And we're still seeing that value after years. It's not just about the emails, though; it's about the understanding and application of our users that Adroit displayed, which was remarkable.

They delivered on everything we asked for: revenue, more users, and better brand recognition. But beyond that, it's the confidence we've gained in our pipeline approach that stands out with Adroit.

Having a partner like Adroit, who is not only great at what they do but also genuinely invested in our success, has been invaluable. We look forward to continuing this partnership and exploring new ways to innovate and grow together."

**ROY M.,
CO-FOUNDER & CO-CEO,
[SCRUMLINK]**



The success story of Scrumlink is a testament to Adroit's expertise in harnessing the power of digital marketing to drive growth and revenue in the SaaS industry. It highlights the significance of a well-thought-out, dynamic marketing strategy tailored to the unique needs of a client. As Scrumlink continues to evolve and expand, Adroit remains dedicated to supporting their journey, showcasing the enduring value of strategic partnerships in the digital age.

For businesses looking to replicate Scrumlink's success or to learn more about our digital marketing solutions, we invite you to get in touch. Let's embark on a journey to transform your digital presence and accelerate your business growth.

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