



# TRAFFIC

“Vantage has collaborated with us for the past two years to provide strategic content, design and branding solutions. Their team is prompt, responsive and highly competent!”

## Introduction

The Web Design Services industry includes companies that provide web design services including graphic and user experience design and is expected to grow steadily in 2018. Web design is evolving at a rapid pace to include faster, intuitive designs. Our client runs a web services agency that specializes in Web Design, Web Development, Mobile Application Development and Internet Marketing. The agency is nearly a decade old with a range of expertise in web development. However, they had a sizeable knowledge gap when it came to content marketing and distribution. They came to Vantage with a request to offload some of their content strategy and creation.

## Challenges

The client had a great web team. However, without proper content, their clients had to resort to giving out work to freelancers that lacked professional expertise in content distribution. They started with a small account at Vantage, creating content for a couple of clients to test out our services.

## Solution

Our ongoing services with this client includes:

- A.** Create a comprehensive content strategy for them and their clients.
- B.** Providing ongoing content creation services.
- C.** Providing focussed sales funnel content to enhance their web designs.
- D.** Create a content strategy to share branded, useful and specific content that is relevant to their clients' target audience.

## Implementation

Since brand engagement and content creation is a long term activity, we had to first educate the client on what strategic content management entails. Today, we handle all of their content volume in areas such as IT services, startup ecosystems, Real Estate, Media and Advertising Services to name a few.

When they onboard new clients now, we are there right from the induction stage to offer our expertise on the best way in which they can research their target audience, strategies to create value-adding content as well as the right kind of brand voice that resonates with their end customers.

## Results

Previously, the client had a revolving door model where clients get their websites built, then leave. Over time, joint collaboration between the agency, their clients and Vantage has led to a strong, supportive ecosystem where they look to us as content experts, providing research, targeted content and branded content over the long term.

One unexpected result of our collaboration is that previously, clients would begrudgingly have websites made in the hopes of getting incoming traffic. However, without useful, appropriate content, they were not able to see any gains from their efforts.

Ongoing content creation has helped clients see traffic gains over time, so that they finally see the value in beefing up their web and social presence, rather than viewing it as a money guzzling machine.

For samples of our content work, please contact us at the email listed below.