

# How We Quadrupled Our Website Visitors

*A TMR Direct Self Case Study*

**A look at data  
patterns for:**

- Organic traffic
- Lead generation
- Referral traffic
- Inbound links

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## How We Quadrupled Our Website Visitors

After more than 40 years in business, TMR Direct realized in 2010 that in order to weather a massive direct mail decline, it must do something drastic. With a little research and some swift decision making, TMR Direct established its inbound marketing division. Within five months of laying the foundation for a disruptive services division, the real challenge came—how should an inbound marketing division be promoted? The site wasn't getting enough traffic, nor nearly enough leads. This e-book highlights TMR Direct's strategy and growth patterns from 2010 – 2012.

### EAT OUR OWN DOG FOOD – INBOUND MARKETING STRATEGY AND ACTIVITIES

If we were going to help other businesses grow *their* businesses through inbound marketing best practices, we knew this would be the best model for us. Not only could we test our services and become experts at what we do, but it provided the necessary proof for prospects that inbound marketing works.

In a nutshell, inbound marketing can be summed up as:

*The science of attracting visitors to a website, converting those visitors into leads and then nurturing those leads into customers—all while tracking every measurable activity in order to improve future strategies.*

TMR Direct's inbound marketing recipe looked something like this:

- Blogging
- Search Engine Optimization (SEO)
- Social Media
- Facebook, Twitter, Google+, LinkedIn
- Email Campaigns

- Offer Development
- E-books
- Webinars
- Website Analysis
- Marketing Consultation
- Lead-nurturing campaigns to stay in touch with leads

#### HIGHLIGHT RESULTS

- Organic traffic went from a low of 209 visits to a high of 1,482 visits in 24 months.
- Leads grew from an average of less than 10/month to 48/month.
- Revenue for the new division grew 456% from 2010 to 2011 and grew 92% from 2011 to 2012.\*
- In two-and-a-half years, the new division went from one team member and \$0 in revenue to five team members and roughly \$330,000 in revenue.

*\*division launched in August 2010 - percentage growth skewed a little*

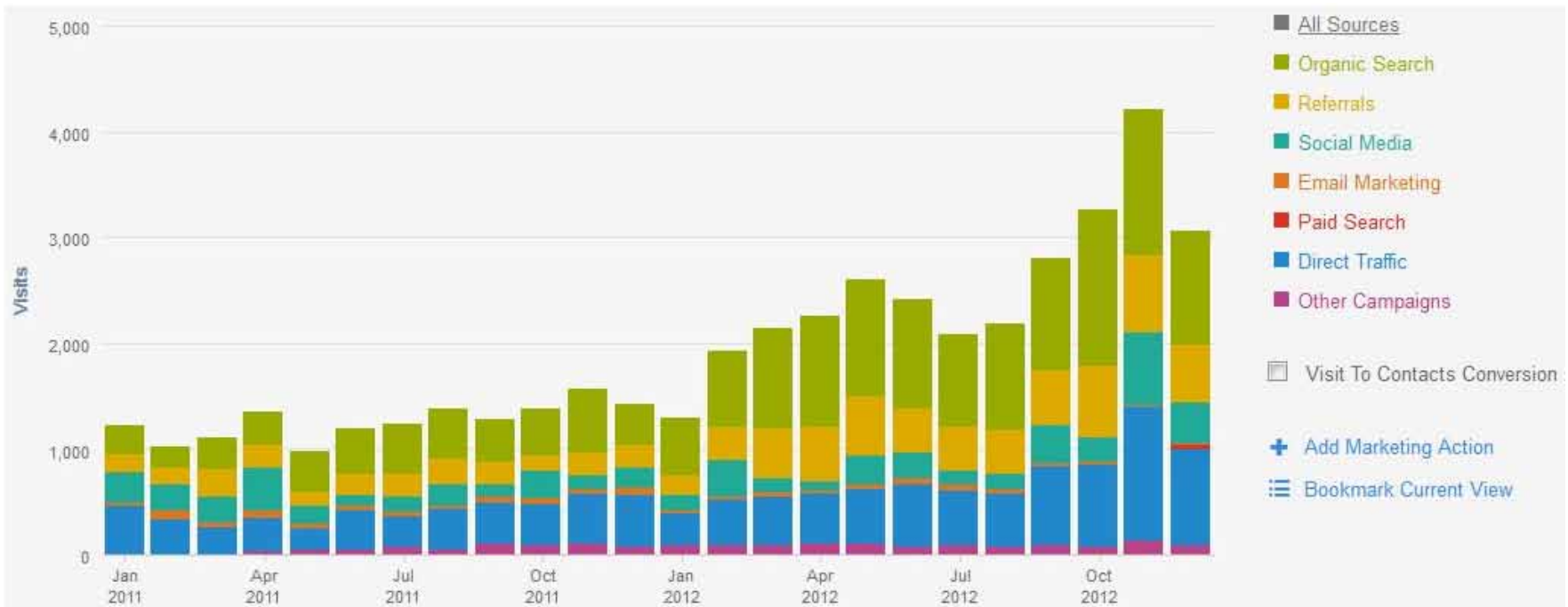
**Organic traffic went from a low of 209 visits to a high of**  
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## How We Quadrupled Our Website Visitors

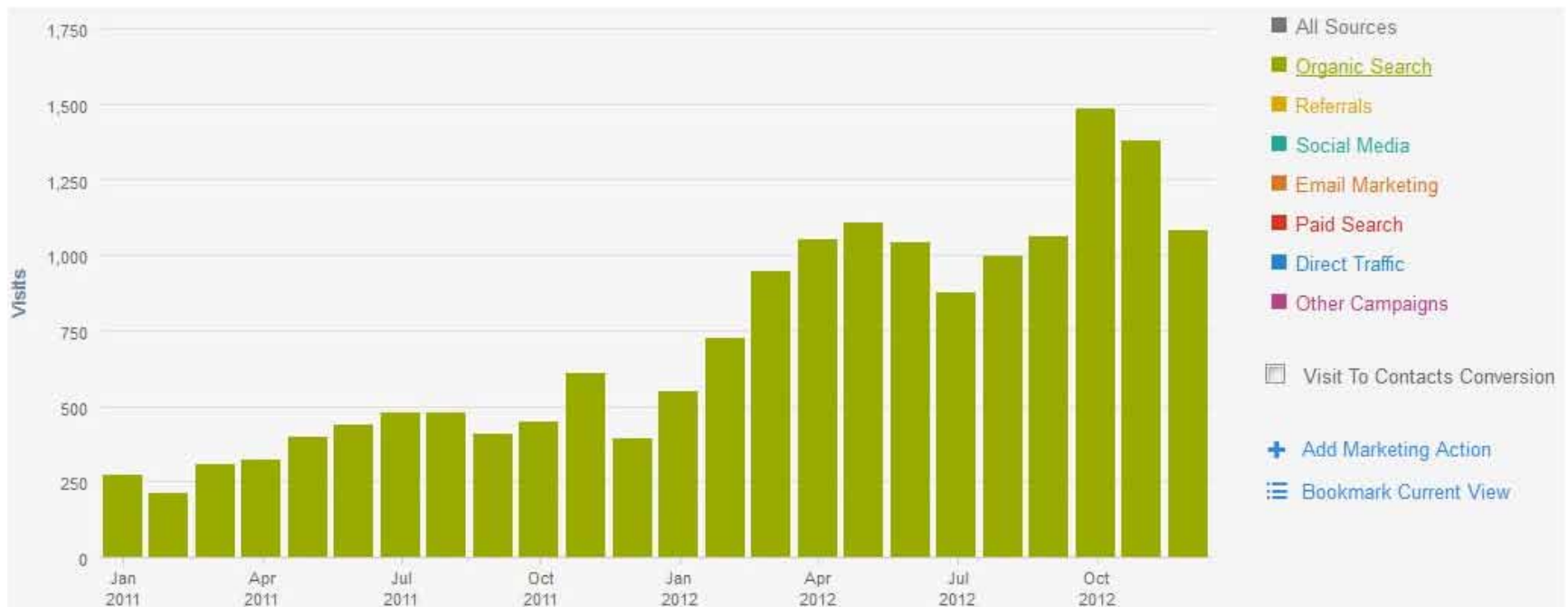
### TRAFFIC DETAILS

Overall traffic quadrupled from an average of 1,000 visitors in January, February and March 2011 to an all time high of 4,200 visitors in November 2012.



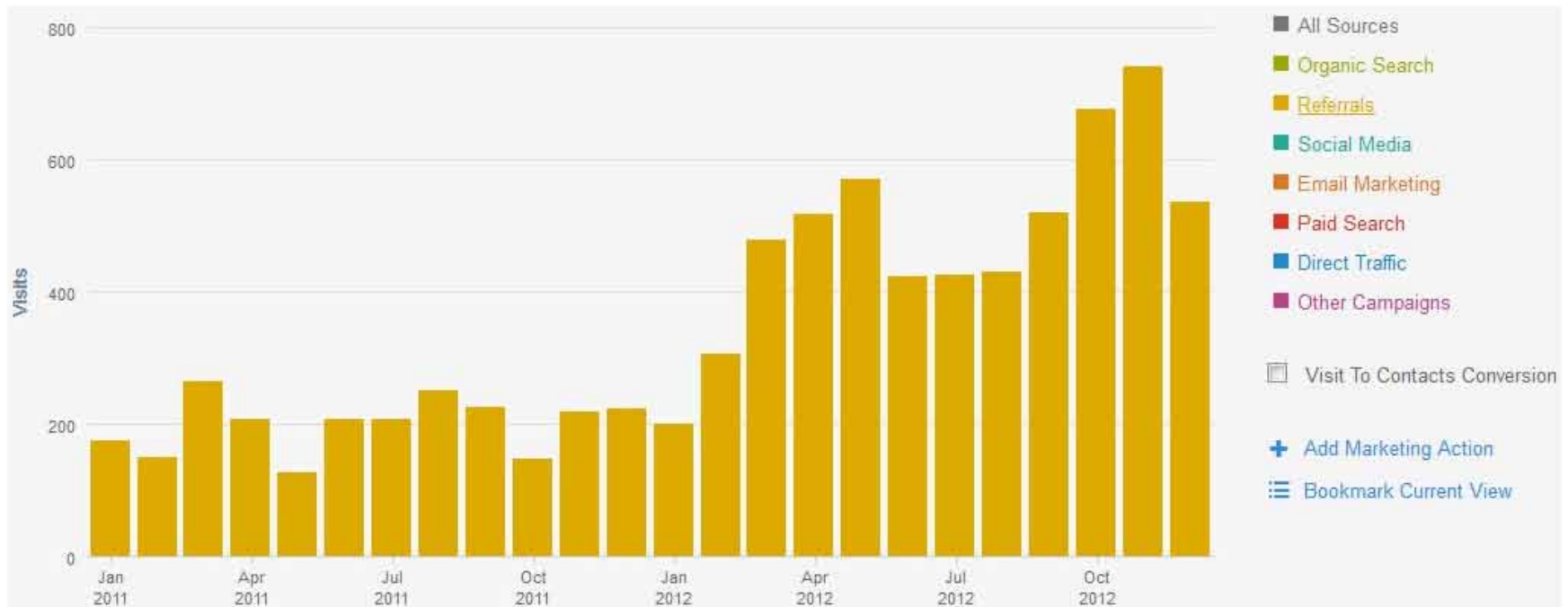
## How We Quadrupled Our Website Visitors

Organic traffic (from people searching on Google, Bing, Yahoo!, etc.) quadrupled. Simply put, we were being found by people searching for our products and services.



## How We Quadrupled Our Website Visitors

Referral traffic (traffic coming from other websites) tripled. Other websites were starting to put links back to our site because we were creating substantial amounts of educational material.





## How We Quadrupled Our Website Visitors

### LEADS GENERATED

In two years the website generated nearly 1,000 leads, which came from various online sources, included organic traffic, referral sites and social media.

Source	Visits	Conversion	Contacts
Organic Search	16,978	1.6%	274
Referrals	8,196	1.3%	103
Social Media	5,634	3.9%	220
Email Marketing	1,040	1.1%	12
Paid Search	42	2.4%	1
Direct Traffic	11,807	2.7%	324
Other Campaigns	1,503	0.2%	3
Online Sources Total	45,200	2.1%	937

**In two-and-a-half years, the new division went from one team member and \$0 in revenue to five team members and roughly**

**\$330,000 in revenue.**

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Social media alone brought 220 leads. Interestingly enough, almost all of them came from LinkedIn where we converted 5% of traffic into leads.

Site	Visits	Conversion	Contacts
LinkedIn	3,972	5.0%	197
Twitter	1,083	0.7%	7
Facebook	367	2.2%	8
HootSuite	57	1.8%	1
StumbleUpon	54	0.0%	0
Technorati	25	4.0%	1
Reddit	21	0.0%	0
YouTube	20	0.0%	0
Delicious	12	0.0%	0
Ning	12	50.0%	6
<b>Total</b>	<b>5,623</b>	<b>3.9%</b>	<b>220</b>

Revenue for the new division grew

**456%**

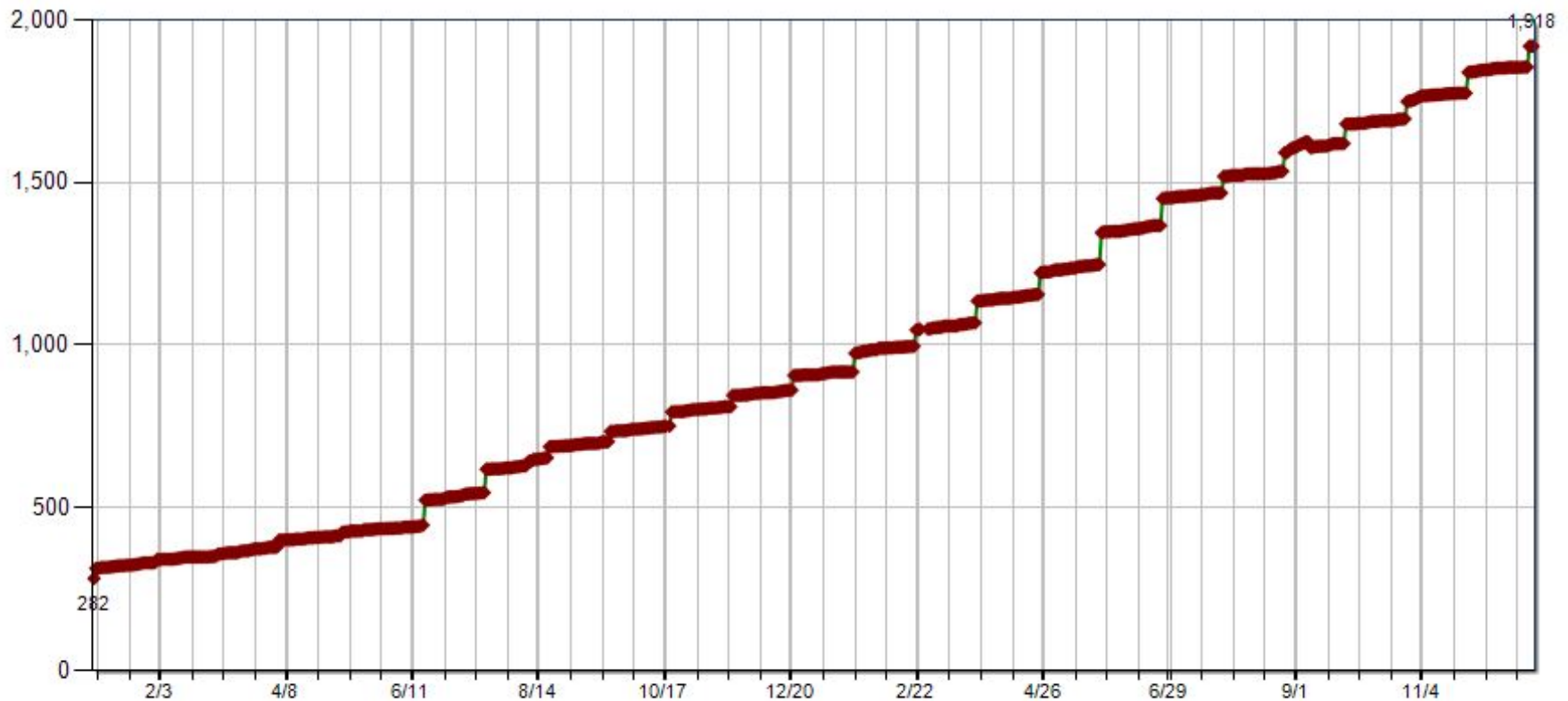
from 2010 to 2011 and grew 92% from 2011 to 2012.\*

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### INBOUND LINKS

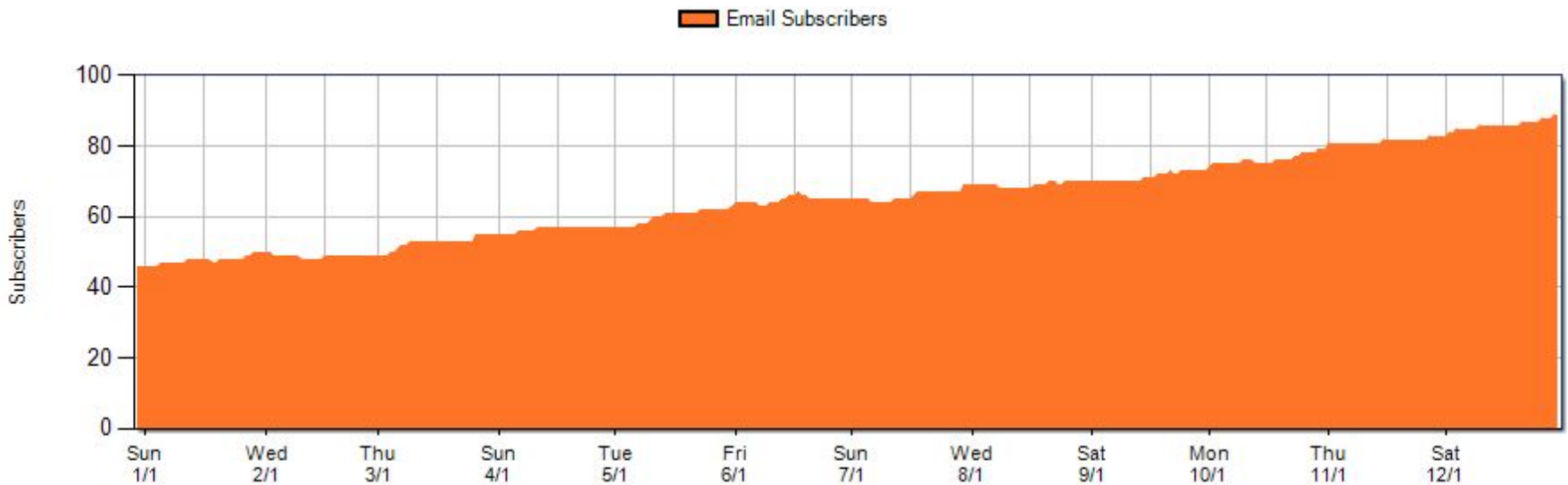
We increased the number of inbound links coming to our website by 580% from 282 to 1,918—an indicator that TMR's website was ranking very well in search engines such as Google.





## How We Quadrupled Our Website Visitors

A lot of our inbound links were generated due to our blogging efforts. Our subscriber list doubled in the last 12 months and started from nothing 17 months before that.

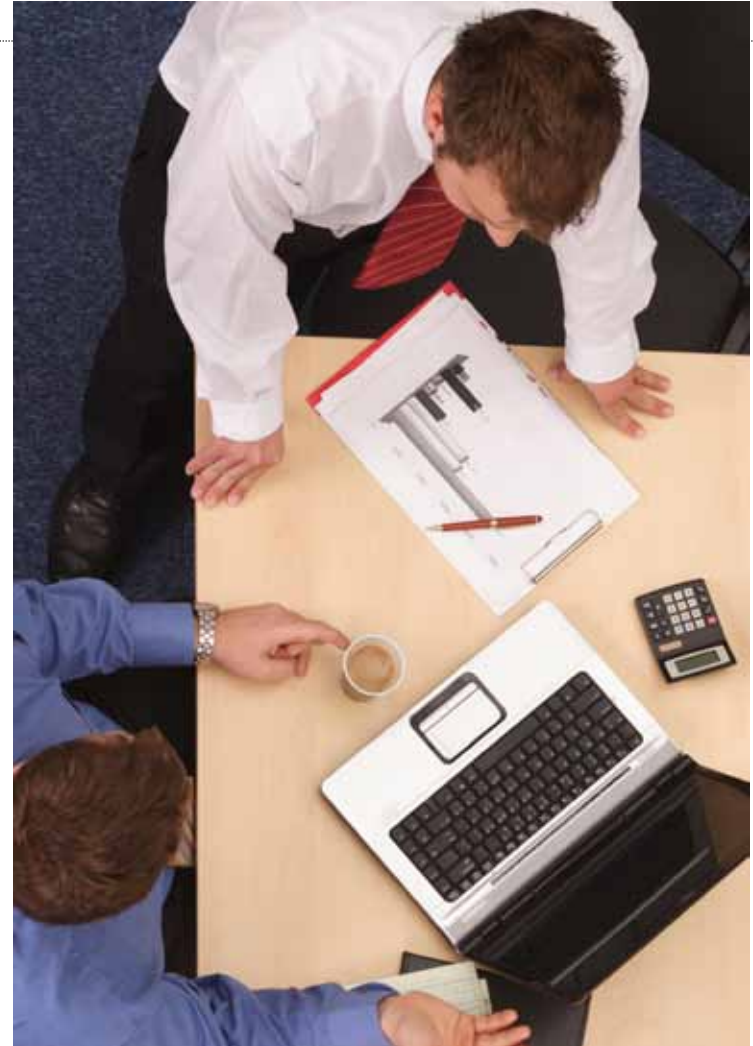


## How We Quadrupled Our Website Visitors

### FREE INBOUND MARKETING ASSESSMENT

Is your business using inbound marketing best practices? In 45 minutes, a certified inbound marketing expert can evaluate your website and current marketing strategies, offering action items on how to start turning visitors into customers. At the end of the call, we'll decide if it makes sense to keep talking or not. If it does, that's great! If not, you'll at least have a few tips to improve your website immediately.

[Schedule Your Free Inbound Marketing Assessment Today](#)



## How We Quadrupled Our Website Visitors



DELIVERING MEASURABLE RESULTS

### About TMR Direct

#### OVERVIEW

TMR Direct is a direct mail and inbound marketing company that's been in Colorado Springs for nearly 40 years. Founded by Gerry Amber on the principles of honesty, integrity and putting clients first, our clients' success has been our success—and we want to keep it that way for another 40 years.

#### TMR DIRECT PARTNERSHIPS

We strongly believe that marketing campaigns are never “one hit wonders.” Rather, they're long-term plans that are thought-out, well planned and well executed. If you're looking for the cheapest marketing solution out there, we likely won't be a good fit for you. But if you're looking for someone who will take your business seriously, take the time to understand your needs, provide you with excellent service and work with you to improve over time, then consider working with us.



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