

# Overview: content marketing strategy

[Read full case study.](#)

## My role

Marketing Content Strategist and project lead

## Client goals

Increase quality inbound leads and conversions

## My approach

### 1. Identify stakeholders and define audience

- SME interviews
- Audience analytics
- Data-based persona creation

### 2. Analyze landscape and content

- Competitor research
- Content audit
- Keyword analysis and pillar creation

### 3. Create guidelines and best practices

- Brand development
- Best practice guidance

### 4. Manage and track results

- Workflows
- Performance tracking and measurement

# Results

## First six months results

- 21% increase in weekly traffic to the Privva website and nearly double the return visitors
- 30% increase in the email list
- First page ranking for seven high-value keywords
- 10% increase in quality inbound leads
- 24% increase in demo views

## Full program results

Privva gained the name recognition it needed to garner visibility in the VRM industry. As a result, they were acquired by Entreda, a subsidiary of Smarsh.



[Contact Alisa](#)