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# Sales Results

## You Could Achieve With an Inbound Marketing Agency

**Inbound, outbound, growth-driven, SEO...** it is easy to get lost in all the marketing lingo. You can't really be successful at something you don't truly understand. **Tangible Words is an award-winning marketing agency** that can make sense of marketing for you by specializing in **inbound marketing, growth-driven website design, and content creation**. Let us do the creating and behind-the-scenes work so you can do what you do best: sell.

**"Tangible Words connects sales and marketing departments so they work cohesively as one."**

Tangible Words has worked with many companies like yours: companies who have been left racking their brain for **next steps** that could **project them further**. The companies listed below have had great success outsourcing to an inbound marketing agency for services like:

- website redevelopment
- inbound marketing
- content creation
- sales coaching

Tangible Words can also help to optimize **HubSpot** marketing software so that you are using every feature to your advantage.



# Ain't too Proud to Brag

## Check Out These Client Sales Results

### 1 Area9 Lyceum

**Area9 Lyceum** is an adaptive learning system that creates an interactive learning experience, ensuring that learning content is high quality and relevant to individual learner needs. Area9 was using HubSpot prior to working with Tangible Words but were not getting the website traffic they were hoping for.

**Tangible Words transformed Area9's marketing department to become fully inbound.**



**Inbound marketing connects clients and companies in a unique relationship.**

Having a strong inbound marketing strategy can bring great success to sales teams by providing promising leads and customers. HubSpot, although an amazing tool, can be overwhelming if you don't know how or where to start. Tangible Words was able to improve how Area9 was using HubSpot, and helped to **solidify the sales process** by using the dashboard and tracking sales results. It was not long before Area9 saw significant improvements.

After just one month of working with Tangible Words, they saw these results:

- Increase in website traffic of 29%.
- Increase in social media monthly clicks and interactions of 230%.
- Over 500 more blog views.
- **Over \$600,000** in added business, in the first five months, making their partnership with Tangible Words a huge success.

**"Area9 Learning is extremely pleased with the...inbound marketing results obtained from hiring Tangible Words, an inbound marketing growth agency and HubSpot partner....We are very excited about continued improvements each month. We look forward to a long-term partnership with Tangible Words."**

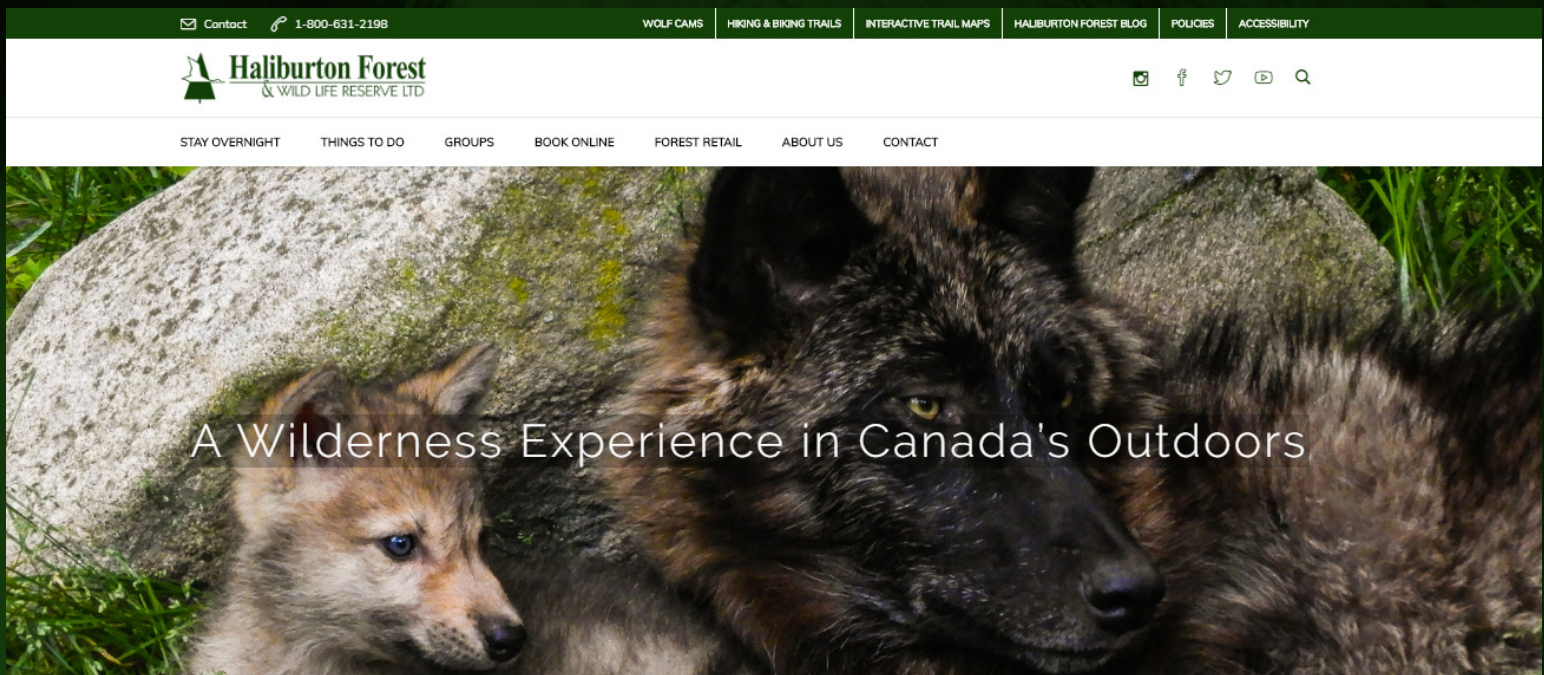
Nick, Chief Learning Officer, Area9 Lyceum

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## Haliburton Forest

Haliburton Forest is a sustainable forest, research facility, and education centre consisting of 100,000 acres and 100 lakes. Tangible Words was commissioned to redevelop the Haliburton Forest website. They created an online reservation portal for the Forest, which caused an increase in reservations. However, that was not the end of the support. Tangible Words introduced a strong inbound marketing strategy and made use of HubSpot's Growth Stack, which is a set of tools that works cohesively to reach a desired result. Website traffic increased and Haliburton Forest was able to **better track and manage sales**, as well as understand their new and returning clients. The results for Haliburton Forest included:

- **92/100 website grader score for Fast Load Speed and SEO Optimization.**
- **13% of new or existing contacts became customers through online bookings.**
- **Customer information has now become visible in one place through a reservation portal called Checkpoint.**



**“It was a great experience and we look forward to further positive results in the future in continuing our relationship with Tangible Words who will now provide inbound marketing services and sales leadership.”**

**Tegan Legge, General Manager, Tourism & Recreation, Haliburton Forest.**

# Topsy Farms

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**Topsy Farms** is a family-owned farm on Amherst Island in Lake Ontario. Topsy Farms had an existing website and a valuable business, but online sales were low. Tangible Words helped to redirect their message and then updated their website using **SEO copywriting**. SEO (Search Engine Optimization) ensures that all blog posts and webpages are efficiently written in order to show up in search results, to **rank higher on Google** and to better direct clients and customers to a website.

With these changes, **online sales increased by 340%**.

'Our biggest problem was trying to improve our website to increase sales.'  
TOPSY FARMS

**340%** INCREASE IN SALES  
**#1** RANKED COMPETITIVE SEARCH TERMS  
**3-4X** MORE SALES EACH WEEK

not too baaaaad!

Why Revenue **SKYROCKETED**

- SEO COPYWRITING increased website traffic
- WEBSITE STRATEGY customers saw more pages
- MONTHLY CONTENT SUPPORT nurtured prospects into customers

**Topsy Farms**

**Tangible Words**  
Content 1st, Then Design

The Topsy Farms website started ranking first on major search engines for a competitive key term.

Within the first year of their partnership with Tangible Words, revenue doubled.

The popularity of Topsy Farms has continued to grow; **they've made appearances on television shows** and their products have even been used by a charity of which Prince Charles is a patron.

**"Our online sales have increased 340% as a result of the new SEO website copywriting Tangible Words created for our website. We're making 3 to 4 times more sales each week!"**

Sally Bowen, Topsy Farm

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## MDB Insight

**MDB Insight** was formed in 2007 and has since grown into **Canada's largest management consulting firm** specializing in market research, and economic, cultural, and workforce development.



Throughout this growth, which included some rebranding, Tangible Words helped to revamp the firm's sales process using HubSpot, and began an inbound marketing campaign. **Inbound marketing brings in higher quality leads with clients who are actually interested in a company.** It also solves problems for customers and answers questions they may have.

Tangible Words developed personas so that clients who were the most interested in MDB Insight's products and services could be identified, and content could be written targeting them. SEO blog posts and social media marketing were created to attract prospects, and an email marketing campaign was started to keep MDB Insight top of mind with customers and leads. The use of HubSpot made engagement with social media, blog posts, and email trackable so the sales team could see where their customers were in the buyer's journey and nurture them as needed.



# Ontario Agri-Food Venture Centre

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Ontario Agri-Food Venture Centre (OAFVC) is a commercial kitchen and food processing centre that supports fresh food opportunities to increase farm revenue and help small to medium businesses in the food sector grow and expand.

The facility also helps with recipe development and batch testing, and facilitates small-batch co-packing.



Tangible Words employed an inbound marketing strategy (blogs, emails, social media marketing) to help the centre reach full capacity: their four rooms within their facility were booked for months. **Tangible Words was able to help OAFVC seek out the customers who would most benefit from their services.**

HubSpot tools allowed OAFVC to create a cohesive relationship with the customer, nurturing and moving them forward through the buyer's journey.



# We Got This!

Whether you are experienced in the world of marketing, or are a relative newcomer, Tangible Words has something to contribute to your company. Whether their client is a small-scale online business or a large corporation, Tangible Words brings the following valuable skills to every partnership:

- Expert SEO research and analysis
- Quality assurance
- Social media marketing and productivity
- Conscientiousness
- Diligence
- Good communication
- Competency

With a wonderful team of professionals, Tangible Words is able to help a variety of companies (education, consulting, environmental, tourism, etc.) increase sales, drive more website views and create content that is truly worthy of a click.



INTEGRATIONS INNOVATION

WINNER



To learn more about how Tangible Words can help you achieve better sales results, contact Alysha Dominico at 416-779-7407 or email [ad@tangiblewords.com](mailto:ad@tangiblewords.com).