

# ARTICLE CASE STUDIES

Content Results from PEYTON  
of [arliepeyton.com](http://arliepeyton.com)



## CASE STUDY #1: CONVERSION

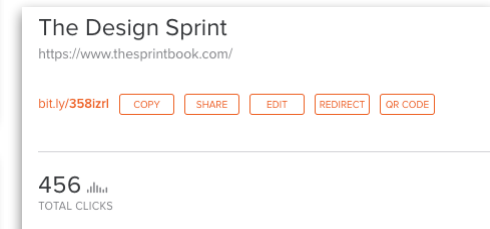
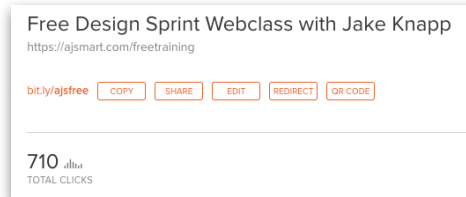
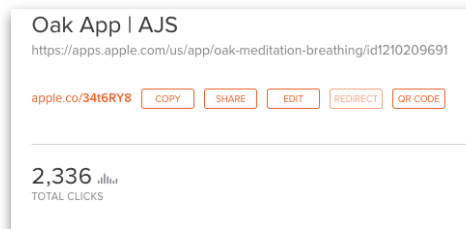
arliepeyton.com

AJ & Smart - Large International Company

Industry: Business Consulting

GOAL	CHALLENGE	SOLUTION	BENEFITS	KPIs / METRICS
Using existing brand base to convert long-time readers and subscribers into buyers.	Convert course tire-kickers to free training participants and buyers through results-based motivational stories.	Article-centric Conversion Campaign for End of Funnel.	<ul style="list-style-type: none"> <li>• Funnel Completion</li> <li>• Retargeting</li> <li>• Target Audience Data</li> </ul>	<ul style="list-style-type: none"> <li>• Pageviews</li> <li>• Conversions</li> <li>• Free Course Opt-In</li> </ul>
TARGETED KEYWORDS		KEY RESULTS		
<ul style="list-style-type: none"> <li>• Design Sprint Masterclass</li> <li>• AJ&amp;Smart Masterclass</li> <li>• Design Sprints Beginners</li> </ul>		<p>ARTICLE VIEWS [2 Articles]: 35,801+</p> <p>LANDING PAGE VISITS [2 Articles]: 3,502+</p> <p>CONVERSIONS: 1.5%-4% conversion rate</p>		

**Notes:** This client had created hundreds of pieces of content (long-form articles, videos, social media, etc). I knew it would be tough to rank them in Google when “owned” many of the desirable buyer intent keywords for their niche. Therefore, I decided to deliver on traffic and conversions. I wrote two articles: one as a course review and the other about one of their clients. The first article exceeded expectations. The content left over from that article was revised and used in a pro bono (unpaid) article about one of their client’s clients. That article was equally successful. Within six weeks, they 5X-ed their investment (ROI) with me and the sales kept coming in every week. We segmented non-buyers of their e-course and readers from the article to offer a special deal that converted into sales. [I cannot disclose this amount.]



## CASE STUDY #2: TRAFFIC

arliepeyton.com

[Private Client] - Medium-Sized Business

Industry: Marketing Agency Training

GOAL	CHALLENGE	SOLUTION	BENEFITS	KPIs / METRICS
Tell brand narrative of company's overall mission and inspire target audience to join client's community.	Connect client's broad philanthropic mission with specific business-related Call To Action.	Article-centric Traffic Campaign & Short Funnel	<ul style="list-style-type: none"> <li>• Build audience</li> <li>• Increase email opt-ins</li> <li>• Improve brand image</li> </ul>	<ul style="list-style-type: none"> <li>• Pageviews</li> <li>• Conversions</li> <li>• Free Course Opt-In</li> </ul>

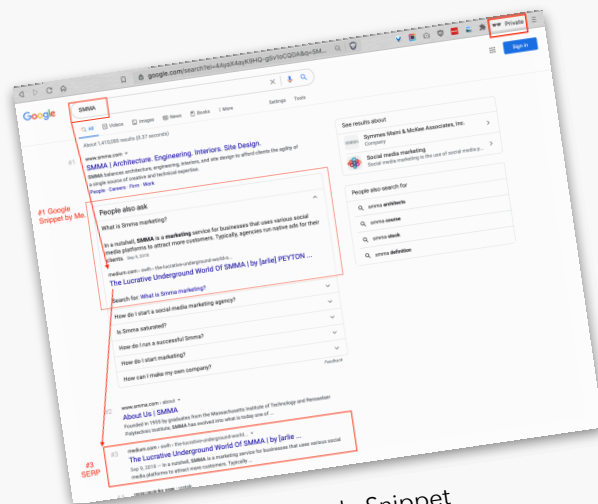
### TARGETED KEYWORDS

- #1 [niche] Course
- Best [niche] Course
- [client's course name + niche]
- [single keyword]

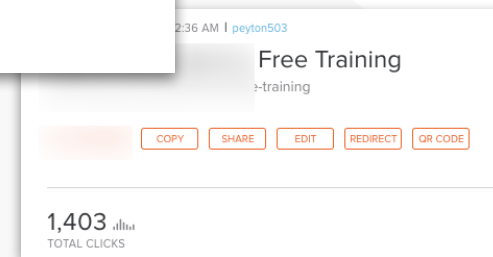
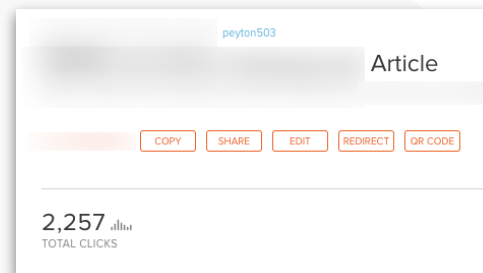
### KEY RESULTS

GOOGLE: Page #1 in 1 month for nearly all the Targeted Keywords. (Results holding for over 1 year now.)  
 GOOGLE: Earned #1 Google Snippet for keyword  
 LANDING PAGE VISITS: 1,403+  
 ESTIMATED SALES: \$64,000+

**Notes:** To start, the Keyword Difficulty Score of the niche term was 77 [difficult]. Nevertheless, I ranked this article on page #1 in 1.5 months for the two best keyword phrases for buyer intent (best course and #1 course). With over 1,607 landing page views and a 2-3% conversion rate for, there is an estimated revenue value of over \$64,000. I always lead with Brand Positioning because a prospect must come across your brand 3-5 times to take an action. However, this worked for sales because it was a mid-level funnel tactic for a known brand. Also, 20K article views.



#1 Google Snippet  
 #3 on Page #1 for Single Keyword



## CASE STUDY #3: BRAND POSITIONING

arliepeyton.com

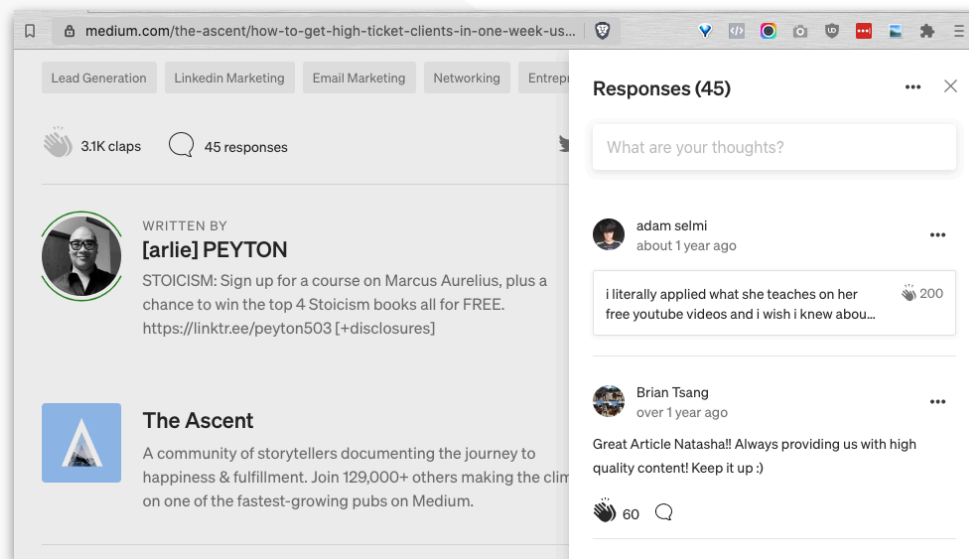
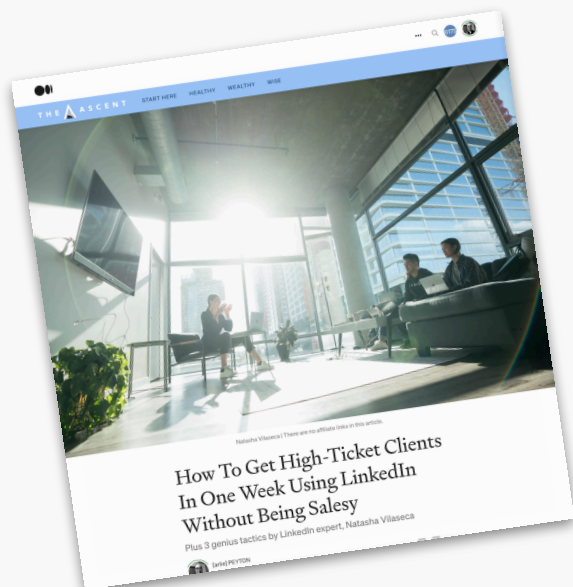
Natasha Villaseca - Founder - Small Business

Industry: Lead Generation Consultancy

GOAL	CHALLENGE	SOLUTION	BENEFITS	KPIs / METRICS
Create long-form branded content that highlights a key problem with ideal customer and how to solve it. Link solution to client's product.	Connect with audience that is unaware of the client's personal brand and expertise.	Article-centric Brand Positioning Campaign	<ul style="list-style-type: none"> <li>• Build brand awareness</li> <li>• Build brand audience</li> <li>• Build brand loyalty</li> <li>• Demonstrate brand fit</li> </ul>	<ul style="list-style-type: none"> <li>• Unique Visitors</li> <li>• Social Shares</li> <li>• Likes/Claps/etc.</li> <li>• Time On Site</li> </ul>
TARGETED KEYWORDS		KEY RESULTS		
<ul style="list-style-type: none"> <li>• [client's name]</li> <li>• [client's course name + client's name]</li> <li>• [linkedin consultant UK]</li> </ul>		<p>GOOGLE: Page #1 in 3 weeks for several keywords.            ROI: \$10,000+ from paying clients.            CONSULT BOOKINGS: 15+ strategy sessions within 2 weeks.</p>		

### Notes:

Natasha had a lot of branded content that ranked well. Nevertheless, I got her on page #1 of Google and this has lasted over a year now. Like most of my campaigns, we lead with Brand Positioning, but she profited as well. The article sent readers to a landing page to book a consult. The landing page got over 184 and many turned into paid clients. Today, she gets a steady stream of traffic to the article and the booking page. The article has over 3.1K claps and 47 comments. Article: [bit.ly/2YPB0yx](https://bit.ly/2YPB0yx) | Testimonial Video #27: [bit.ly/2MKxyDi](https://bit.ly/2MKxyDi)



## Become A Client

at [arliepeyton.com](http://arliepeyton.com)

The Startup  STARTING BUSINESS Inc. Forbes   
 pulse THE  ASCENT  THRIVE GLOBAL

**[arlie] PEYTON**  
Brand Journalist & Digital Marketer

