

Agency Grows Traffic, Leads and Conversions with Content from WriterAccess

MD Connect, Inc. Case Study

WriterAccess Case Studies

Customer Type
Agency

Industry
Digital Marketing

Customer Description
Medical Marketing Agency

Project type
Industry-specific marketing content

Writer Profile
5 and 6-star writers with expertise in the medical industry

Challenge

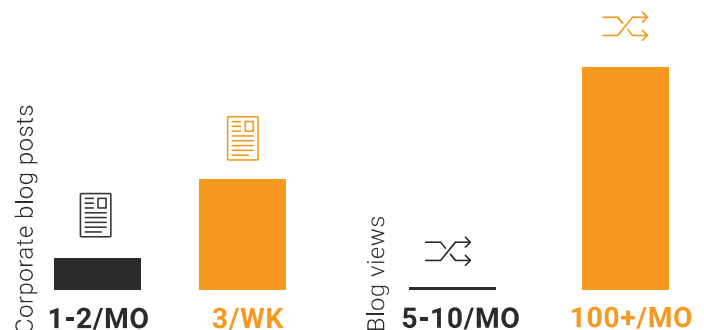
This growing agency specializes in **interactive marketing solutions for physicians, hospitals, clinical trials, medical device manufacturers, and digital marketers**. MD Connect needed experienced writers who could generate medically accurate and search engine optimized content that would engage a knowledgeable audience. The agency also wanted to **increase the cadence of its corporate blog posts**. When the demand for this content began to outstrip their current resources, they began looking for an alternative.

Solution

MD Connect started using WriterAccess in May 2013 to meet their high volume content targets and demanding deadlines. **WriterAccess Managed Services set up eleven niche-specific teams of 31 vetted 5- and 6-star writers and created order templates**. The agency team was able to input keywords and upload orders in bulk. **Writers quickly responded with topic suggestions and titles, and the API integrations with HubSpot and WordPress allowed them to export final content directly to each client's site seamlessly**.

Results

In the past two years, MD Connect has received over **1,500** search engine optimized web pages, landing pages, and blog posts for almost 50 clients and for its corporate blog. Before WriterAccess, the agency's site received 500 visitors a month and generated 10-15 leads. It now gets **2,500 visitors each month and generates 25-30 leads**. They have increased their corporate blog posts from one or two a month to **three a week**, with blog traffic growing from five to ten views a month to **over 100**. MD Connect has acquired several new customers because of this content. In addition, the agency's syndication network has grown, establishing it as a relevant thought leader in the industry.



"WriterAccess has had a huge impact on our corporate marketing strategy. We saw web traffic and leads increase and our partner channels increase based on the blog and the content we've been able to produce with WriterAccess."

- Jonathan Catley, Sales and Marketing Manager

www.writeraccess.com