



CLIENT RESULTS A CASE STUDY

Content Marketing &
Inbound Strategies for
Impressive Growth



Prepared by: Ink, Inc. Creative Group
Subject | Client: ClockInEasy
Industry: Web & Technology

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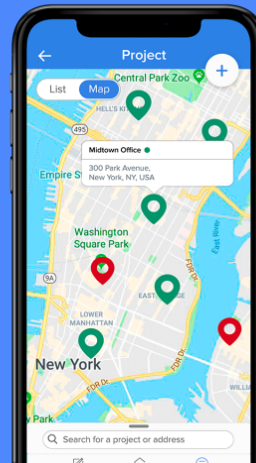
Final Results & Data - 04

The Client

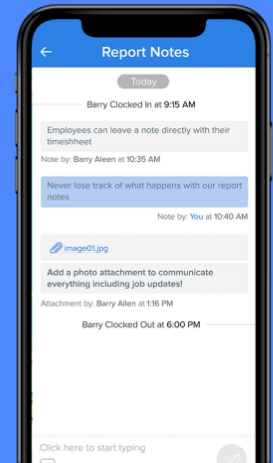


A software-as-a-service (SAAS) company, ClockInEasy bridged the gap between more traditional, blue-collar businesses, and Silicon Valley style technology firms, providing timesheet & employee management software for businesses. With many clients in the construction and valet industries, communicating to the varied needs of these different industries was paramount.

Keep an eye on the big picture with a live project map



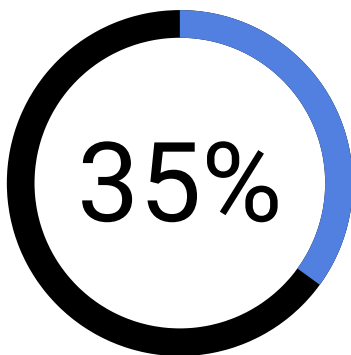
Capture all the details with notes and attachments



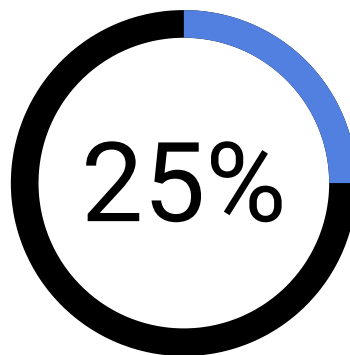
The Scope & Strategy

ClockInEasy retained our services for a broader strategic overhaul of its marketing initiatives. Working closely with both the product and operations team, we got to work on addressing some core customer needs—both in the communications strategy and improving broader audience-market fit. In this capacity, we developed a multi-front content strategy and generated assets for both inbound & outbound campaigns.

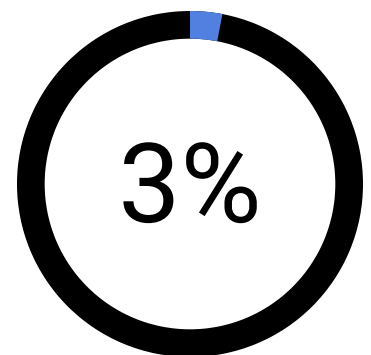
Mediums covered included social media, advertising & promotions, web copy & SEO, blog content (including improving visibility & reach), and both inbound & outbound email marketing campaigns. The email campaigns were implemented with personalized content, audience segmentation (by industry and on-site behavior) & message targeting. Content was A/B tested for optimal results and automated funnels were constructed according to a series of conditional logic parameters.



Pageview share owned by the homepage, a result of a lacking content strategy



Web traffic portion driven by organic search results



Prior on-site conversion rate for web visitors to trial registration.



334%

New web content & organic promotion channels, including social media, increased overall web traffic by **over three-hundred percent**. Inbound and **interactive content** (like downloadable timesheet templates & savings calculators) drive significant growth.



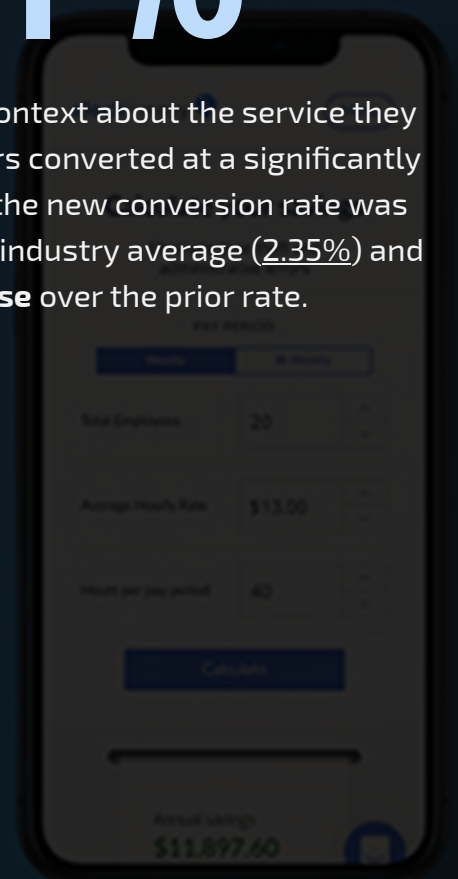
6.1%



Provided with more context about the service they were buying into, users converted at a significantly higher rate. At **6.1%**, the new conversion rate was more than double the industry average (2.35%) and a **116% increase** over the prior rate.

418%

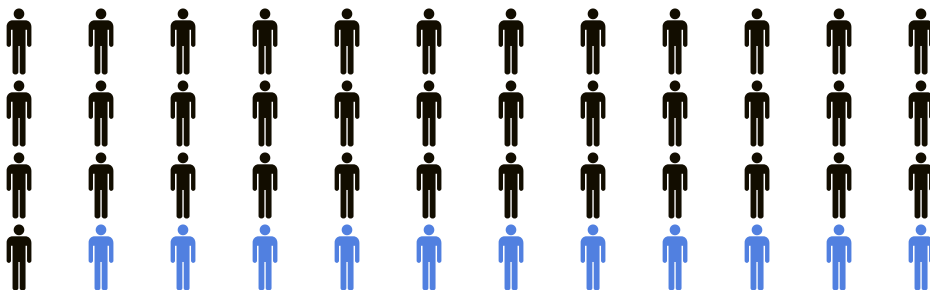
New on-site content, interactive resources, optimized copy, and external assets (including infographics, video, and social graphics) boost Google rankings, expand keyword reach, and increase organic traffic by over four-hundred percent.





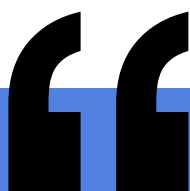
1 in 35

General On-Site
Conversions (Prior)



1 in 4

Targeted Landing Page
Created for Capterra
Users (Created Asset)



“Build something 100 people love, not
something 1 million people kind of like.”

– Brian Chesky, cofounder of Airbnb

Targeted Messaging & Conversion Rate Optimization (CRO)

No two businesses are alike. Similarly, no two business *customers* are either. Adapting your **messaging strategy** and tailoring the **user experience** of each distinguishable audience segment is crucial in order to achieve your maximum conversion potential. In our strategy for ClockInEasy, we began by creating **audience profiles** and **buyer personas**, from which effective distinctions in messaging strategy could be derived. From there, we set out to implement our strategy for its **communications design**, tailoring on-site content, landing pages, and the inbound email trial funnel to each core segment. By closely monitoring audience response, we were

were further able to optimize for both on-site & end-sale (via email trial funnel automations we built) conversions. Using conversion rate optimization tools like **HotJar**, we generated webpage **heatmaps** (of both user click & scroll data) and **site visit recordings** to analyze points of frustration & improve the on-site experience. Further, **Intercom chatbots** enabled us to drive engagement with the **97% of web visitors** who typically leave without offering any contact method. While many strategies focus on driving *new* traffic, one of the many benefits of CRO strategies is their ability to properly capitalize on the greatest business asset of all: your *existing* audience.

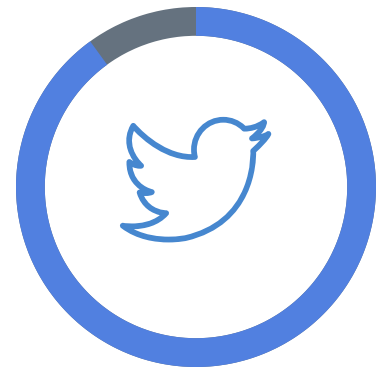
Final Results

The new content and marketing strategies resulted in significant increases in web traffic, conversion rates, and overall sales. Further, the new strategy's effects allowed for continued, compounding growth.



30%

Search Traffic Driven by Entirely New Webpages



290%

Increase in Social Media impressions

Annualized Sales Growth

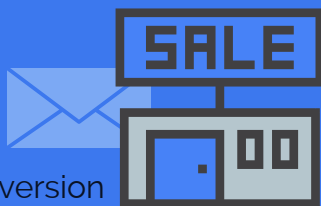
(From Growth Rate in MRR Results)



106%

The traffic growth, combined with increases of both on-site and in-trial conversion rates, drove an MRR (Monthly Recurring Revenue) growth rate that annualized at over double the prior annual revenue figures.

55%

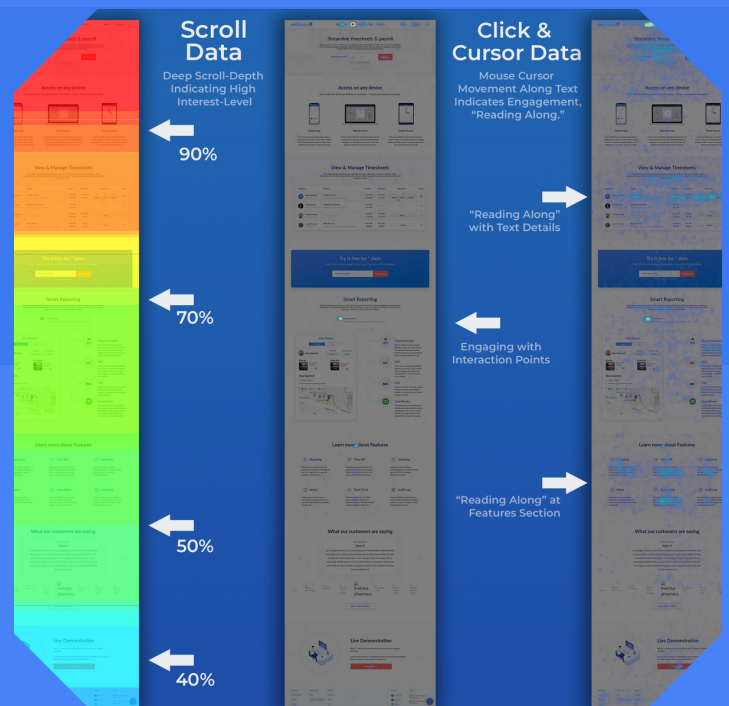


Increase in trial conversion rate to final sale, resulting from the redesigned inbound email funnel.



TOTAL WEB CONVERSIONS

390.2%





CONTENT OVERVIEW



Content for Context

With a dual-aim of *adding product context* and *capturing user attention*, we set out to generate individualized "modules" that both *informed* and *engaged* users. The resulting pages succeeded in both ends.

Smart Reporting

Make timesheets work for you with our smart reporting features. Gather insights about employee attendance, view accrued Paid Time Off & Overtime, or use our project "live-map" to see real-time employee clock-ins at any geofenced location.

Face Recognition
Settings requires employee photo at clocking in/out

View Report

Dave Allenthal

Clock In Mar 5, 2019 8:00 AM **Clock Out** Mar 6, 2019 4:45 PM

Total Time 12h 15m **Gross Earnings** \$164.00

Head Quarters

7:00 am - 6:00 pm
700 Atlantic Avenue, Brooklyn NY 11238

Get more from your timesheets

Streamline your payroll process and save up to 8% on annual costs with our cloud-based, employee time-tracking platform. Try ClockInEasy completely free for up to 14 days to see how it makes timesheets work for you.

Try it free for 14 days
Enter your email below to start your free trial of ClockInEasy

How It Works
Webpage

clockineasy

Clock-Ins, Made Easy
GOODBYE PAPER TIMESHEETS, HELLO EASY

Seamless Time Tracking
Employees can clock in and out using any mobile device or tablet. With a built-in project log, workers can add notes & images instantly.

Biometric Verification
With built-in face recognition capabilities, Clock In Easy securely validates each work log to ensure employee compliance and avoid "buddy punching".

GPS-Backed Jobsite Check-Ins
Especially handy for contractors & construction work, Clock In Easy utilizes GPS to detect check-in locations, automatically associating worker logs with the relevant project site.

Handle Timesheets like a Pro

ClockInEasy's employee time tracking software simplifies payroll & reduces costs with to-the-minute timesheets. Clock in & out from anywhere with our mobile app, recording to-the-minute time and GPS data in each work log.

Capterra
★★★★★

Capterra BEST VALUE
★★★★★

Capterra BEST EASE OF USE
★★★★★

Team ClockInEasy Joins Medium | Our Mission: Make Employee Timesheets Simple, Secure, & Payroll-Ready

Team ClockInEasy
Sep 5 · 3 min read

Managing employee timesheets — whether you're still stuck using paper or a legacy software system — can be a pain, especially come payroll time. That's why we built ClockInEasy, our simple, secure, and seamless cloud-based timesheet platform.

Team ClockInEasy is excited to announce that we've officially joined Medium to help business owners & human resource officers stay informed, bringing some of the detailed business & labor-compliance insights from our company blog, over to this new, dynamic medium.

Running or administering a business has its challenges — especially when that business involves a workforce with multiple job sites or projects — and that's why we're committed to sharing insights, resources, and a platform designed to make it easier.

DIGITAL TIMESHEETS SAVE BUSINESSES UP TO 8% PER YEAR ON PAYROLL COSTS

According to a comprehensive study by the American Payroll Association, adopting a digital timesheet solution saves between **2% and 8%** on **annual payroll costs**. With an average employee hourly rate of just \$20/hour, this chart shows annual savings by staff size.

\$41,600
Estimated Annual Savings of a Business with 50 Employees

\$24,960
Estimated Annual Savings of a Business with 30 Employees

\$16,640
Estimated Annual Savings of a Business with 20 Employees

clockineasy
Hello :)
Have a question? Let's chat

Start a conversation
Back in 1h

Get a brief demo of our platform
Add your details so we can get in touch.
Email: [input field]
Cancel

Calculate your savings
Eliminate time theft and administrative errors

PAY PERIOD
Weekly Bi-Weekly

Employees 20

Average Hourly Rate \$23.00

Hours per Pay Period 40

Calculate

Annual savings
\$48,796.80

Monthly cost of ClockInEasy
\$204.00

Learn More

Based on study conducted by American Payroll Association (APA), savings are between 2-8%. This calculator uses 2%.

Scroll Data

Deep Scroll-Depth
Indicating High
Interest-Level



90%



70%



50%

Click & Cursor Data

Mouse Cursor
Movement Along Text
Indicates Engagement,
"Reading Along."



"Reading Along"
with Text Details



Engaging with
Interaction Points



"Reading Along" at
Features Section

Smart Reporting

Make timesheets work for you with our smart reporting features. Gather insights about employee attendance, view accrued Paid Time Off & Overtime, or use our project "live-map" to see real-time employee clock-ins at any geofenced location.



Face Recognition

Settings requires employee photo at clocking in/out

CLICK ON TOGGLE

View Report

Timesheet Notes

Dave Allenthal

Total Time
10h 15m

Gross Earnings
\$164.00

Clock In

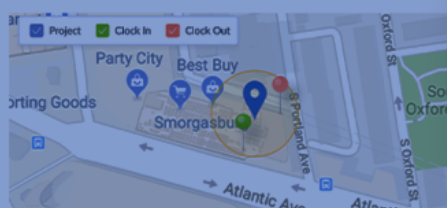
Mar 6, 2019
8:30 AM

Clock Out

Mar 6, 2019
6:45 PM

Head Quarters

7:00 am - 8:00 pm
760 Atlantic Avenue, Brooklyn NY 11238



Get more from your timesheets

Streamline your payroll process and save up to 8% on annual costs with our cloud-based, employee time-tracking platform. Try ClockInEasy completely free for up to 14-days to see how to make timesheets work for you.

Employee	Project	Clock In	Clock Out	Total Time	Notes
Allen Bartowski Manager	Hamilton Center 1 Terrace Way, Follon, CA 95018	Jan 5, 2019 8:00 AM	Jan 5, 2019 7:23 PM	REG 8h 0m OT 2h 0m DOP 1h 23m	
Matthew Parr Field Representative	Alphabet Inc. (Service) 55 Baker St, Orlando, FL 32806	Jan 5, 2019 8:15 AM	In progress	N/A	
George Friendly Site Supervisor	No Project Assigned	Jan 4, 2019 11:00 AM	Jan 4, 2019 7:00 PM	8h 0m	
Lauren Frustaci Administrator	Main Office HQ 166 Boulevard Haussmann, 75008 Paris, France	Jan 4, 2019 8:00 AM	Jan 4, 2019 4:00 PM	8h 0m	

PDF

View, send, and present detailed timesheet records in PDF format.

Try it free for 14 days

Enter your email below to start your free trial of ClockInEasy

Type your email

Try Free Now

No credit card required

QuickBooks

Turbocharge your accounting on QuickBooks with detailed records

A CASE STUDY ON

Prepared by:

Ink Inc. Creative Group

Client:

Clockineasy.com, Inc.
(d.b.a. ClockInEasy)

CLIENT RESULTS

OUR OUTCOMES DO THE TALKING:

**GET IN TOUCH
TO REQUEST
A QUOTE
TODAY**



EMAIL

info@ink-creative.com

WEBSITE

www.ink-creative.com

PHONE

917-765-6894

 **ink,inc.**

CONNECT WITH US:

