

Case Study: Full-Funnel Performance Marketing for Spot On Networks

Timeframe: October 2023 – December 2024

Industry: B2B / SaaS / PropTech

Channels Managed: SEO, Paid Search, Email, Website, Social Media, Tradeshow Circuit

Challenge

Spot On Networks, a national provider of managed Wi-Fi and wireless solutions for multifamily and commercial buildings, needed to improve inbound traffic quality, reverse stagnating paid ad performance, and boost lead engagement across digital channels. Executive leadership wanted **monthly marketing reports** tied to business outcomes, not vanity metrics.

Objectives

- Increase **qualified inbound traffic** from organic and paid sources
 - Improve **email campaign performance and CTR**
 - Strengthen **social media engagement**, especially on LinkedIn
 - Deliver **monthly comparative performance dashboards**
 - Optimize **landing page traffic flow and conversion paths**
-

Strategy

- Built **integrated performance dashboards** using GA4, Search Console, and Zoho CRM
- Launched a **content-led SEO strategy**, optimizing blog posts and key pages for high-intent keywords
- Redesigned **email campaigns**, implementing segmentation, A/B testing, and stronger CTAs
- Audited and optimized **Google Ads campaigns**, shifting budget to high-performing keyword groups
- Developed **LinkedIn-first content** with an emphasis on technical education and thought leadership

- Introduced **Organic Video as a content channel** and tracked new engagement benchmarks

Tools & Platforms

- **Google Analytics 4 (GA4)**
- **SEMrush**
- **Zoho CRM**
- **Mailchimp**
- **LinkedIn Campaign Manager**
- **Meta Business Suite**
- **WordPress / Elementor**

Key Results (Oct 2023 – Dec 2024)

Organic Traffic & SEO:

- **+103% increase in organic users** (Nov–Feb)
- **+114% growth in engaged organic sessions**
- **+160% increase in branded keyword impressions**
- Ranked top 5 for competitive keywords

Paid Search:

- **+96% improvement in paid traffic performance** (started from single digits)
- Reduced CPC by 31% by re-targeting ad groups and refining copy
- Boosted engaged sessions by 15% through continuous A/B testing
- **Email Marketing: +2,200% increase in email click-through rate CTR** (started from single digits) after redesign.
- Improved deliverability and open rates through list cleaning and audience targeting

Website Engagement:

- **+50% increase in direct traffic**
- **+42% increase in homepage traffic**
- Increased views on key solution pages like "Turn Connectivity Into Cash" and "7 Mistakes to Avoid in Wi-Fi Deployment"

Social Media (LinkedIn Focus):

- **+266% increase in LinkedIn post clicks** by optimizing video post format and CTA usage
- Highlighted technical use cases that drove stronger engagement from property managers and developers

Outcome

By unifying SEO, email, paid ads, and reporting under a data-first strategy, I helped Spot On Networks transform its inbound funnel into a predictable, high-performing growth engine. My monthly performance reports directly informed strategic decisions at the leadership level, leading to ongoing investment in content and campaign expansion.