SmithDigital

CASE STUDY

FROM LOW VISIBILITY TO NETSUITE MARKET LEADER:
AN INBOUND MARKETING SUCCESS STORY

ORACLE **NetSuite**
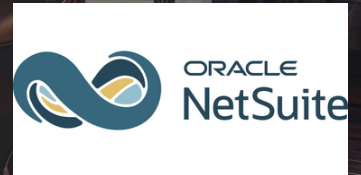
INITIAL CHALLENGES AND GOALS

When we began working with this NetSuite ERP Channel Partner, they faced substantial challenges. As a new company with a fresh website and domain, they had no search engine presence and struggled with low domain authority (DA). Without a structured inbound strategy or lead generation tools, they lacked a clear path to capturing and converting high-intent prospects.

01 New company with low search engine visibility

02 Limited domain authority and organic reach

03 Unclear marketing strategy lacking lead generation tools.

OUR STRATEGY

WTo overcome these challenges, we implemented HubSpot's CMS, Marketing Hub, and Sales Hub Professional (CRM), creating a seamless platform for managing inbound marketing and lead nurturing. Our strategic approach focused on increasing organic visibility, strengthening brand authority, and optimizing engagement with high-intent prospects.

Leveraging a combination of targeted organic growth initiatives and authority-building efforts, we positioned the company for long-term success in a competitive market. This multi-layered approach significantly increased website traffic, lead volume, and sales pipeline momentum—without relying on paid advertising.

THE RESULTS

Organic Traffic Growth
From <50 to 2,000+ visits/month

Revenue Generated
$ Several million in the first year

ADS **Paid Ads**
$0 spent on paid advertising

Eric and the team at SmithDigital are one of the few who truly understand both the strategic and tactical sides of business growth. Simply put, they are digital rainmakers. If you need a well-thought-out, actionable plan to grow your business, SmithDigital is the team to trust.

-Tom Kelly - Oracle NetSuite