



CASE STUDY

SMITHDIGITAL REVIVES RUBINBROWN'S BAS TEAM DIGITAL PRESENCE WITH SEO & TURNKEY LEAD GENERATION SOLUTIONS

THE CHALLENGE:

RubinBrown, a top CPA firm, struggled to generate leads for its Business Advisory Services team. Their previous digital marketing agency failed to deliver results, leading to a steep decline in Google rankings, a drop in website traffic, and weak lead flow. With conversions nearly nonexistent, they needed a results-driven strategy to drive predictable lead generation and support their ERP Evaluation, Selection, and Consulting projects.

THE SOLUTION:

SmithDigital implemented a comprehensive inbound marketing strategy with a strong focus on SEO and lead generation. Our approach combined advanced search optimization with a structured outbound program, leveraging Business Development Reps (BDRs), buyer intent data from platforms like ZoomInfo, 6Sense, G2, and Bombora, and automation tools like HubSpot. This multi-channel strategy enabled RubinBrown to engage high-intent prospects at the right time while steadily improving organic search visibility.

THE RESULTS:

Within ten months, RubinBrown's ERP Consulting team achieved a clear return on investment. Organic sessions jumped from fewer than 100 per month to over 500, while keyword rankings soared from under 70 to more than 750, with several reaching the top 10. Most importantly, the lead generation program built a multimillion-dollar pipeline, positioning RubinBrown for sustained growth.

BENEFITS:

By partnering with SmithDigital, RubinBrown transformed its marketing program from stagnant to scalable. The targeted inbound and outbound strategy not only restored search visibility but also provided a predictable flow of high-quality leads. With enhanced brand authority and a robust pipeline, RubinBrown's Business Advisory Services team is now positioned for long-term success.

Partnering with SmithDigital was a game-changer. Their mastery of SEO and lead generation didn't just boost our visibility — it fueled tangible, measurable growth. We now have a stronger digital presence, a high-value pipeline worth millions, and, most importantly, a strategic framework that gives us predictability and control over our marketing outcomes.

-David Warford
Founding Partner, Consulting Services