





**The goals for Compliance Wave, a compliance and ethics startup based in Red Bank, N.J., are aggressive.**

Joel Rogers, CEO, and Jay Sullivan, chief creative officer, aren't shy about their marketing and business goals. They needed a HubSpot inbound marketing agency partner to propel their startup's website conversion rate from an already impressive 5% to 6.5%, and fast — with the goal of being acquired.

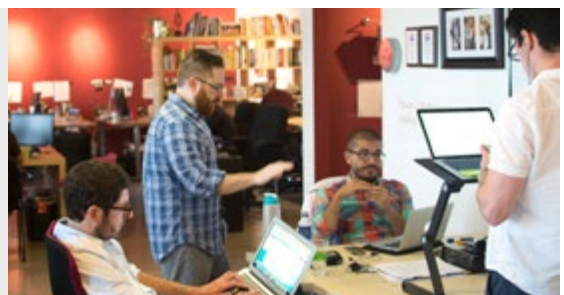
Compliance Wave partnered with Square 2 Marketing to craft a hyper-aggressive inbound marketing strategy and website redesign plan in November 2015.

Included in the plan were a new interim home page with updated messaging and a refreshed design, and a "Phase II" version — a longer-term, more permanent home page that added in new interactive features and compelling new offers to drive the website conversion rate up quickly.

Interior pages of the website would be written, designed and built in waves, prioritized by importance, potential impact and effort required to complete each page.

Compliance Wave approved the plan on the spot, and the team immediately got to work.

*Using Agile inbound marketing, the Square 2 Marketing team delivered a strategic inbound marketing plan within 30 days of the new client kick-off meeting.*



## A New Website In 30 Days

Within 30 days, the interim new home page was live, showcasing an updated, modern look and feel for the Compliance Wave brand. Along with the new home page, the team updated and optimized key HubSpot landing pages for existing pieces of content while also creating and pushing live a new e-book, with updated branding and pain-centric messaging for Compliance Wave prospects. Because of strategic and Agile website planning, the delivery team was able to get right to work on writing, designing and building the next set of interior website pages, ranked in order of importance by biggest potential impact and by efficiency.

*Every 30 days after the initial launch, for 120 days, the strategy and delivery teams tackled prioritized sections of the Compliance Wave website.*

Working in close collaboration with the Compliance Wave team, the pages were revised, finalized and launched in 30-day cycles, until the website update was complete.

## Lead Nurturing Matrixes Accelerate The Sales Funnel

To reach its goals, it's key for Compliance Wave to make the most out of every single inbound opportunity. Compliance Wave looked to Square 2 Marketing to create

optimized conversion paths for its most qualified and most ready marketing-qualified leads (MQLs) in the pipeline and improve its email conversion rate.

Square 2 Marketing got to work outlining a comprehensive lead nurturing email workflow strategy to accomplish these goals. The team designed a mega-matrix of trigger-based, lead nurturing workflows designed to deliver prospects a tailored experience as they move through their buyer's journey.

Square 2 Marketing evaluated the journey for each lead type and brainstormed ways to accelerate results. Content offers were inventoried and mapped according to target personas and their respective stages of the buyer's journey. Twelve core emails were written, designed and built, and from them, seven unique lead nurturing workflows were implemented. Top-of-the-funnel leads receive middle-of-the-funnel offers, middle-of-the-funnel leads receive bottom-of-the-funnel offers and bottom-of-the-funnel inquires receive immediate attention from the Compliance Wave sales team. All new inbound contacts are auto-enrolled in the appropriate workflow when they convert on the site for the first time.

Additionally, together with Compliance Wave, the team also worked to define which leads were the most qualified for the sales team to call.

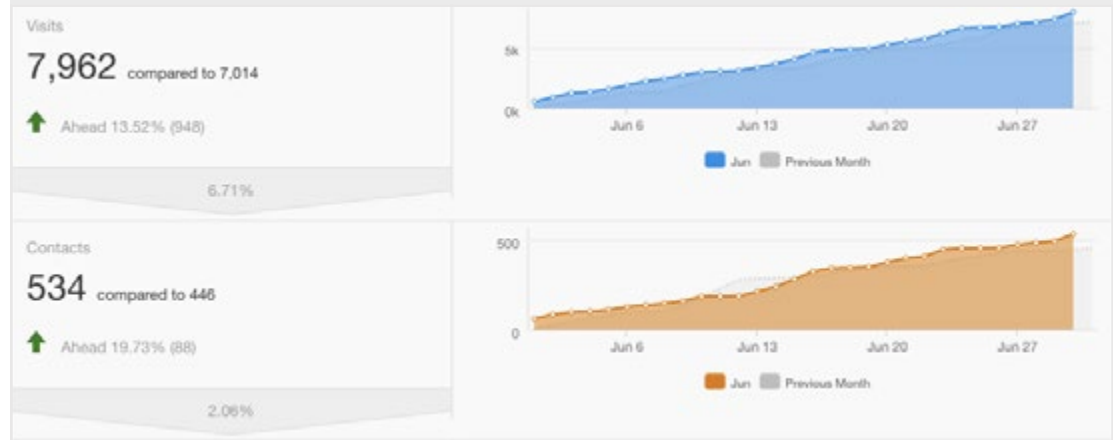


## Results

The team keeps its focus on results, and that focus lets it respond quickly, producing strategic, high-quality turnarounds in terms of both deliverables and ongoing strategy.

Their results are impressive, by any standard.

*Website traffic is **up 93% year-over-year**, and leads are **up 19.73% month-over-month**. The Compliance Wave website is **converting site-wide at 6.7%**.*



*The team's focus on **lead nurturing** and **email marketing** is demonstrable in the analytics. Since beginning its partnership with Square 2 Marketing in November 2015, **Compliance Wave's email conversion rate is up 378%**, from 2.80% in November 2015 to 10.59% in July 2016.*



The Compliance Wave team is excited about the success of its inbound marketing program, and it is already engaged in optimistic discussions with potential buyers for the extremely successful startup.





## A True Inbound Marketing Partner

Compliance Wave doesn't just trust the numbers behind its inbound marketing; it trusts the *people* behind its inbound marketing. In this success story, inbound marketing tactical measures and data only tell part of the story. Compliance Wave has received the greatest value from the partnership it has formed with its inbound marketing team.

*Square 2 Marketing has truly embodied what it means to be a strategic partner in working with this successful startup.*



Unlike most agencies, the agency team is not just delivering a list of tactics each month. The Square 2 Marketing team is always evolving and growing based on what it learns together with Compliance Wave. Instead of quarterly or even annual marketing plans, the team collaborates with the client monthly and creates Agile 30-day inbound marketing plans based on priority (***what's going to make the greatest impact for the least amount of effort?***).

Marketing priorities and goals are established each 30-day cycle, and a comprehensive inbound marketing mix of conversion rate optimization, social media, Google AdWords and LinkedIn PPC, retargeting and content marketing continue to fuel the program as additional channels are added in, building a true inbound marketing machine.

Speak with an experienced inbound marketing expert to assess your marketing program and learn about improvements that generate substantial results.

**Schedule My Free 30-Minute Marketing Assessment**





Compliance Wave provides engaging compliance communication tools that utilize behavior-science principles to drive meaningful change. Leading global organizations use our unique Compliance Pulse Communication and Training system to reinforce understanding of compliance and ethics issues, foster commitment and solidify intentions among employees, agents and other third parties. The company is led by industry pioneers with more than 20 years of experience creating innovative communications and training solutions. Learn more about our approach, our team and effective compliance communication at [www.compliancewave.com](http://www.compliancewave.com).



Square 2 Marketing is a full-service inbound marketing agency designed to do one thing: get our clients results. We offer marketing strategy along with inbound marketing techniques including website design, SEO, social media marketing, content marketing, email marketing and other digital marketing tactics. These tactics help our clients get found, get leads and close deals. We take a scientific approach to help clients exceed their marketing and revenue goals. With an international client base, we help clients in all industries, but offer specialized expertise in technology, software, professional services, manufacturing, distribution, healthcare, business services and financial services. For more information on Square 2 Marketing, visit [www.square2marketing.com](http://www.square2marketing.com).