

hueman™

Partner Success Story

At a glance

Hueman works with new partner to create and maintain a new digital pipeline of prospective buyers and increase overall brand awareness through website rebuild, content development, and strategic PPC advertising.

OUR PARTNER

A custom contract dietary supplements manufacturer specializing in liquid & capsule supplements for leading nutraceutical brands.

THE CHALLENGE

The client was in need of a digital marketing solution to drive lead generation and support a strong online presence as they expanded their scope of business. The overarching objective was to develop, grow, and maintain a consistent pipeline of prospective buyers via targeted outbound advertising solutions.

OUR SOLUTION

Our marketing team conducted a full-scale audit on our client's current go-to-market strategy. Based on discovery, we identified solutions and set KPIs to accomplish their goals. Our solutions included a website build, website maintenance, blog writing and posting, pay-per-click advertising, and SEO auditing. Throughout the course of the partnership, we continuously manage and update their Google Ads, boost their SEO ranking, support new product launches through digital promotion, set up and train employees on their CRM system, and increase conversions. Additionally, we provide them with weekly, monthly, quarterly, and yearly reporting to ensure transparency and measure consistent progress.

OUR RESULTS

- Boosted SEO ranking through website build, SEO audit, and blog content
- Diversified sales funnel, including 200+ qualified leads generated
- Enhanced brand awareness and messaging through website build and Google Ads

Key metrics

Throughout the course of the partnership, since July 2019:



891

conversions at an average cost per click of \$1.67



\$117

average cost per conversion



2M+

ad campaign impressions



80,000+

page views from 27K users

About us

Hueman focuses on building partnerships through culture-based recruitment. These solutions help meet the financial needs of our partners while improving employee engagement and reducing turnover.

To learn more about Hueman's culture-based recruitment programs, visit us at huemanRPO.com or email us at info@huemanrpo.com.