Demandwell helps Sigstr see exponential growth.

In 2019 Sigstr changed their content marketing playbook to Demandwell’s PACE model, a program designed to attract more qualified web traffic and convert that traffic into leads.

This change led Sigstr to see:

- 4x monthly organic sourced leads
- 12x monthly organic search impressions
- 3x monthly organic visitors
Brad Beutler, the Director of Content at Terminus and former Director of Marketing at Sigstr, is an award-winning expert in SaaS content marketing.

Seriously, he creates amazing stuff.

For example, Sigstr’s September Issue took home some major hardware at the 2019 B2BMX Killer Content Awards.

When it came down to performance data, however, there were some ups and downs. Despite creating literally award-winning content for years, Brad just wasn’t satisfied with the level of growth Sigstr was experiencing.

Turning the corner:

In order to shift Sigstr’s organic growth curve, Brad turned to Demandwell for help. We introduced him to our PACE framework for growth through SEO.

Demandwell helped us establish organic search as our number one channel in terms of traffic and conversions.”

DEMANDWELL’S P.A.C.E. PROCESS

Plan
Demandwell uncovers what’s driving traffic now, what’s not, and builds a plan to get your content on page one.

Attract
Demand Pages exponentially increase discoverability and traffic for keywords that indicate intent to buy.

Convert
Demandwell uncovers the most effective conversion pathways and leans into them – ensuring that web visitors take action.

Evaluate
Our platform reviews plan performance, then makes adjustments and suggestions on what to do next.
Brad and the team at Sigstr quickly adopted Demandwell’s playbook. They implemented website architecture improvements that fundamentally changed how they thought about their website.

They began to understand there was an opportunity to create search-focused content that didn’t disrupt the core brand and messaging of their site, while simultaneously attracting the right audience with intent-personalized optimization.

Once the technical foundation for the site was shored up, Sigstr started publishing pages using Demandwell’s search-intent keyword research, which included prioritized content production opportunities.

Anyone at Sigstr would tell you they saw results faster than expected. After just a few weeks — keyword rankings began to skyrocket.
Continuing their growth through acquisition:

The explosive growth continues through late 2019. At this point, Sigstr was acquired by Terminus and stopped optimizing Sigstr.com.

Brad teamed up with Demandwell again to create a new plan for Terminus.com. Even though the results are relatively early, our PACE process is once again, proving successful for Brad and his team.

As keywords continue to grow, the team and Demandwell are now setting their sites on separating themselves from the competition even further with continual improvement in planning, attracting, converting, and evaluating organic growth.

Brad is excited as Demandwell beefs up their software offering which will automate much of the work he does and provide him with real-time insights to prioritize his ongoing efforts.

Brad was already a highly skilled marketer. Now he feels like he has a tool set that will help him grow exponentially — and consistently — in the future.

WHAT'S UP NEXT?

The Demandwell playbook has been validated twice for Brad and his team.

Demandwell's vision is to help every B2B SaaS company achieve repeatable organic growth.

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