



ArcherPoint Achieve an 18% Lower Bounce Rate for Website Visitors that Came Through Social Media

ArcherPoint's main challenge was to get website visitors from social media to convert. With Oktopost's B2B-specific metrics, they refocused their marketing strategy to improve visitors, bounce rates and most importantly, conversions.



About ArcherPoint

ArcherPoint specializes in Microsoft Dynamics NAV implementations, customizations, and upgrades.

171%

Increase in the number of Website Sessions

22%

Higher than average Pages/Session from social leads

29%

Higher than average Session Duration from social leads

Challenges

With a strong lead funnel supported by their web content and backed up by Marketo and Salesforce, one of ArcherPoint's main concerns was getting visitors into the top of their funnel.

Through a variety of lead generation efforts, they produced a lot of clicks, but the number of clicks which turned into conversions wasn't where they wanted it to be – especially for what the conversions were costing. To increase their social media's lead generation effectiveness, ArcherPoint looked for a tool that could track conversions and help them discover what campaigns and networks were having the greatest impact on their bottom line.

Solutions

As a software tailored specifically to B2B social media marketing, Oktopost had all of the features and insights ArcherPoint needed to measure and optimize their social strategy. A few of the ways they utilize Oktopost are:

New Product Release

Focus on Top Performing Networks: By tracking their success by campaign and network, ArcherPoint discovered they were not seeing many conversions through Facebook, while LinkedIn was generating an 816% post-to-click rate.

Blog Ideas

Using the Content and Streams features to monitor competitors, keywords and industry trends helps ArcherPoint identify topics that their audience is most interested in. This helps them create content tailored to their customers to help increase conversions.

Employee Advocacy

By making it easy for their sales representatives and recruiters share approved content with their followers, the company is able to increase their content's visibility while reaching an even more targeted audience with their website content.

Results

While clicks are good, conversions are the true test of a marketing strategy's success. Using Oktopost ArcherPoint are able to improve the content they create and the mediums they use to share it on. As a result, they reach a much more receptive and qualified audience, greatly increasing their conversions. Since adopting Oktopost as their social media management tool, ArcherPoint has seen: 171% increase in the number of Website Sessions; 22% higher-than-average Pages/Session from social media leads; and a 29% higher-than-average Session Duration from social media leads.

Are YOU evaluating a social media marketing platform?

Contact us for a live demo
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Integration Partners

