



PROVEN IT CASE STUDY

Challenges

- Too Few & Low-Quality Leads
- Disconnected Marketing & Sales
- Lack of Engaging Marketing
- Fragmented Marketing Strategy
- Website Lacked SEO Strategy
- Marketing-Business Misalignment
- Underutilized HubSpot Tools

The Emerald Effect

After partnering with Emerald, Proven IT saw...

- **106%** increase in form submissions
- **711%** increase in LinkedIn interactions
- **20%** increase in website views
- **605%** increase in views from organic search
- **68%** increase in email clicks

Objectives

Emerald joined forces with Proven IT to boost qualified leads, unify marketing and sales, modernize their marketing approach, increase engagement, and rebuild their SEO strategy to support real business growth — partnering closely with leadership and product experts to craft high-value campaigns that truly engaged potential clients and to optimize HubSpot for both marketing and sales performance.

Solutions

Emerald delivered everything Proven IT needed — strategic alignment with business goals, compelling website and blog copy, high-value content creation, social media management, targeted email campaigns, full HubSpot evaluation and optimization, plus digital and print collateral including flyers and fact sheets.



From fragmented to **focused**.
 From underperforming to **unstoppable**.
Let's make your marketing work harder and smarter.

