

## Case Study 04

### 41 % More Free-Trial Sign-ups for an HR-Tech SaaS

**Industry:** Software / SaaS (USA)

**Engagement Length:** 12 months

#### *The challenge*

Organic blog traffic was stuck at 2 000 visits per month. The outbound sales team carried the entire pipeline.

#### *What we did*

- Performed content gap analysis against two larger rivals.
- Published 16 long-form guides and three ROI calculators with embedded demo CTAs.
- Guest-posted on two SHRM-affiliated sites, pointing back to gated checklists.

#### *The outcome*

- Organic users grew to 5 400/month.
- Free-trial registrations increased 41 % year-over-year.
- Customer-acquisition cost fell 19 %.

*“The new content strategy finally put us on the map. Free trials are flowing in, and our sales team isn’t carrying the entire load anymore.”*

*(Client name withheld at their request.)*

