

# Better than Google?

Content Contributes To  
200% Increase In Online Conversions

“There’s no doubt that Write2Market’s expert execution helps research leaders choose to rely on Infosurv.”

—Jared Heyman, President & Founder, Infosurv

Infosurv, a global leader in [online research](#), wants to snuggle up to research decision makers. The company serves businesses that need actionable information from [market research](#), [employee surveys](#), and [customer surveys](#). Infosurv already takes advantage of many ways to build bridges to qualified leads, including:

- A professionally optimized Web site widely regarded as the industry’s best
- An extensive pay-per-click campaign backed by Salesforce.com integration
- An email newsletter, RSS feed, and extensive articles online

Marketing leaders at Infosurv wanted to extend their mantra to be the most “beloved” company in market research by finding additional effective ways to become the researcher’s best friend.

## Solution

Problem	Solution
Buying mailing lists of decision makers and using pay-per-click ads are expensive and passive lead generation techniques.	<b>Content connects</b> —by sharing educational information that the target market relies on to make decisions, Infosurv is actively selected by potential clients as a knowledge source—at less cost-per-lead than pay-per-click and greater potential for preference building.
For long term industry dominance, Infosurv wants to reach buyers and influencers earlier in the buying cycle.	<b>Leveraging education</b> —Prospects download Infosurv’s brochure and price sheet about 30 days before they’re ready to make a decision. Early metrics on white paper downloads suggest that educational content is reaching people much earlier in the buying cycle.
To keep top of mind awareness even when prospects are away from the keyboard, Infosurv needs compelling collateral that can be shared offline as well as online.	<b>White papers</b> —Presentable to peers and supervisors, Infosurv’s attractive white papers deliver big doses of academic data alongside business benchmarks and real case studies drawn from Infosurv’s experience.

## Results

In just three months, after distributing three white papers through online registration, Infosurv reports:

- **200% increase in web site conversions**
- **More cost effective qualified lead generation than through Google**
- **An average of 200 qualified leads per month**
- **Increased interest from top-level decision makers such as Fortune 500 C-level executives**

“A pay-per-click lead from Google costs about \$70,” shares Jared Heyman, president of Infosurv. “We estimate the value of this program already at \$14,000 value each. I’m now convinced that custom content is irresistible when it comes to attracting new clients. We’re able to demonstrate we can be a trusted advisor—not just a vendor.”