



## Case In Brief

### Customer

Sales for Life, Toronto, a Global Leader in Social Selling Training Education

### Customer Profile

Since 2004, Sales for Life has trained 1000's of sales professionals at startups to Fortune 500 companies.

### Business Challenge

Sales for Life was rapidly growing their global social selling training business and needed resources to manage and execute their marketing strategy so that the Partners and Consultants could focus on business development and growing the business.

### Our Solution

Working as a part-time marketing resource, VA Partners developed and executed a content and social media strategy to establish Sales for Life as a thought leader in the social selling space and to generate inbound leads through the corporate website.

### The Results

After starting with VA Partners for 3 months, Sales for Life saw their website traffic and qualified inbound leads jump 300%.

# Global Sales Training Company Increases Web Traffic and Inbound Leads by 300%



*"We were finding it difficult to keep our marketing calendar and activities in order, and VA Partners mastered this for us. Within 90 days, we saw a 300% increase on our web traffic and marketing qualified leads."*

Jamie Shanks, Managing Partner, Sales for Life

### About Sales for Life

For 10 years, Sales for Life has provided sales training solutions to 1000's of sales professionals around the world at startups to Fortune 500 companies.

Sales for Life has evolved over time to focus on training sales professionals on social selling to drive sales results by adding value to customers by becoming a resource during the entire buying journey.

### The Challenge

Realizing that Sales for Life needed assistance with creating and executing a marketing and social media plan, the team sought out a solution.

The team didn't have the resources to devote to a full-time marketing department but needed a marketing solution that would provide the expertise to help the company meet their marketing goals without breaking the bank.



## Contact VA Partners

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## The Solution

After a search for marketing providers in Toronto, Jamie Shanks chose VA Partners as the provider for part-time marketing services.

VA Partners' Inbound Lead Generation offering, which included a Part-time VP of Marketing and Marketing Manager, was used to create and execute a marketing and social media plan strategy.

The engagement started with organizing the marketing calendar to track the entire organization's activities, from product launches, promotions, sales events to speaking engagements.

VA Partners developed a process for managing Sales for Life's multi-author blog, from scheduling content to editing, SEO, social media sharing, to tracking engagement.

A social media plan was created to manage 18 social media accounts, including the company accounts and the accounts of all the Partners and Consultants.

VA Partners used SEO tools, such as Moz and Yoast, to implement an SEO strategy to get the most out of their daily blog posts.

# 300%

Within 3 months of working with VA Partners, Sales for Life's organic web traffic and inbound leads increased by 300%.

## The Results

Since Sales for Life started working with VA Partners in March 2014, Sales for Life has experienced increased brand awareness, improved social media presence a period of online brand awareness.

Within the first three months, the number of page views to the Sales for Life website and blog increased by 300%, which also resulted in a similar increase in inbound leads.

According to Jamie Shanks, Managing Partner:

*"For companies that need marketing expertise, I highly recommend not jumping to the assumption of an 'in-house hire'. Leveraging outside help from VA Partners kept our company on track and gave us tangible marketing results in a cost-effective manner."*