

# User Acquisition: Building a foundation of growth



Driving user acquisition through inbound marketing strategy, methodical testing, and sales funnel optimization



## TRADE HOUNDS

Trade Hounds is a job board website helping skilled trades workers and employers connect: [tradehounds.com](http://tradehounds.com)

*“Justin’s expertise and knowledge of the digital space was extremely valuable. He not only helped define our audience, he also put into place the measures which have helped us grow our website traffic substantially in a very short amount of time... Trade Hounds would not be on the steady path of growth it is on today.”*

### Executive Summary

Trade Hounds knew that a strong content and social media strategy would help them acquire new users, but they did not have the know-how or experience on how to build and execute a strategy. They hired Perfect Pixel Marketing to build a plan, find opportunities and weaknesses, and put Trade Hounds on the path for success.

#### Direct & Organic User Registrations

33%	89%
June-July Increase	July-August Increase

### Challenges

David Broomhead, Founder & CEO of Trade Hounds, had put together a strong team to engage with their target market via Facebook and to on-board new users through sales support. Broomhead had surveyed skilled workers and learned about their hobbies, what they read, and how they browsed online and social media. Despite having over 7,000 followers on Facebook, Trade Hounds was not receiving any referrals to their website. Even though they created, shared, and posted entertaining content Trade Hounds was unable to get traffic to their website and convert visitors into users.

## The Solution

Broomhead hired Perfect Pixel Marketing to better understand their online market and discover how to drive traffic to their website. Perfect Pixel Marketing created a bespoke marketing plan that focused on the opportunities, advantages, and weaknesses that Trade Hounds faced at the time.

1. Install all necessary tracking software to monitor results of tests and user behavior.
2. Create a new content strategy to post a variety of industry and career articles more relevant to the startup's business model.
3. Restructure home page and site navigation to feature job posting more prominently.
4. Audit exist Facebook advertising campaigns; advise and optimize as necessary.

## Results

Perfect Pixel Marketing discovered that the majority of the followers on Facebook were more interested in viewing funny memes than clicking on a link and taking an action (i.e. searching for work). Despite initial audience research showing that the target audience used their phones to browse the internet, 75% of conversions occurred on desktop devices.

The new keyword-focused content strategy resulted in a 81% increase of web traffic and 61% increase of user registrations attributed to organic search in a three-month span.

Perfect Pixel Marketing also improved Facebook advertising top- and mid-funnel metrics by targeting interests and behavior, creating lookalike audiences, and segmenting geo-targeting.

### Weekly Organic Search Traffic



Web Traffic		Mobile vs Desktop	
<b>25%</b> Increase of Average Monthly Sessions	<b>81%</b> Increase of Organic Search Traffic	<b>On-boarding: 85%</b> Desktop Devices	<b>Employers: 85%</b> Desktop Devices