



case study

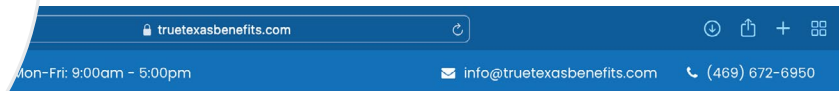


madison/miles media Boosts Traffic for True Texas Benefits

As an independent brokerage firm that provides insurance benefits packages to small, local businesses, True Texas Benefits found it difficult to stand out from larger, more established insurance firms. Although True Texas Benefits is hands-on and customer-centric, its challenge was to reach prospects and educate them about the company's unique, customized approach to insurance.

While its founders have extensive experience working for a large, nationally known voluntary benefits carrier, True Texas Benefits was just two years old. The brand needed to find a voice and stand out in a crowded, competitive industry.

[read more](#) →



[Home](#) [Plans](#) [About Us](#) [Blog](#) [Get a Quote](#)



Employee Benefits,
Simplified for Your Business

the challenge

When True Texas Benefits hired madison/miles media, the company was having trouble finding new, high-quality leads. Its personalized approach and outstanding customer service have made it popular with customers, and it offers small businesses the kinds of insurance benefits packages that are usually only available through much larger companies. However, it was having trouble getting that message out to prospective clients.

The m3 team recognized that True Texas Benefits needed a stronger online presence. Its existing website wasn't attracting traffic, and the company was not using SEO opportunities to reach small businesses that were looking for benefits providers.

the approach

Much of the insurance industry is seasonal, with Q4 yielding a tremendous amount of activity as employers look to secure plans for the coming year. The m3 team wanted to help True Texas Benefits stand out from competitors during that busy time, but they also knew it was important to attract business decision-makers throughout the year. To achieve these goals, madison/miles started by expanding the company's existing website.

With only five pages of content, the True Texas Benefits site wasn't easily found with organic searches. Knowing that additional content makes it easier for prospects to find the company online, m3 redesigned the website to add a separate page for each type of service provided by True Texas Benefits (life insurance, supplemental insurance, dental and vision insurance, etc.). The additional content not only provided a more thorough explanation of the services, it also bolstered the site's ranking in searches.

Additionally, m3 added a blog to the True Texas Benefits site. Posts covered topics that were relevant to prospective clients — such as explaining how life insurance works and the value of providing health insurance to employees.





32%
boost in traffic

To further drive traffic and increase awareness of True Texas Benefits, m3 also developed a lead-generation campaign aimed squarely at TTB's ideal customer. The e-book, *How the Right Employee Benefits Can Solve Seven Small-Business Challenges*, was offered as a free download and helped walk small-business leaders through the seven most common pain points recognized by True Texas Benefits.

the results

Although True Texas Benefits has been an m3 client for less than one year, it has seen some dramatic improvements in overall web traffic and continues to see increased interest thanks to its improved online presence. The redesigned, expanded TBB website has seen a 32% boost in traffic, and the e-book continues to generate new leads each month.

Thanks to blog content and focused SEO efforts, the company now ranks on the first or second page — out of more than 110,000 results — in Google searches for “Texas benefits.”

By expanding True Texas Benefits' content and creating pages for each of its services, m3 has helped the company achieve a dramatic uptick in traffic and qualified leads.



Are you considering a digital marketing strategy to boost your revenue?

Call us at (817) 908-7827 for a free consultation.

info@madisonmilesmedia.com • madisonmilesmedia.com

