

Case Study for GUEST POSTING SERVICES

Short Description: This Case Study refers to our Guest Posting Services as well as Blog Writing Services for a client and showcased our unique approach to deliver the proven results. According to the client's vision, our team of Digital Marketing Experts & Content Writers created the full-proof strategy and make such changes according to the challenges that we've faced, to successfully meet the client needs.

Client Information

"InSeason Jewelry", our client is one of the top jewelry maker and online seller in the whole US compass, to design, build and sell numerous jewelry for all age groups of the female. InSeason Jewelry picked non-hazardous materials to make stylish jewelry and has specialization in to build high-quality jewelry for babies and girls.

InSeason Jewelry strongly believes to provide the finest and trendy jewelry under an affordable price and it has the largest collection of stylish jewelry for babies and kids online.

Client Requirements & Approach Us

The client has the largest collection of high-quality and stylish jewelry for babies and kids online as she had a clear vision to more focus on the kids and babies jewelry to target their parents as well as client also wanted to target teenager girls and focused only on the US audience.

InSeason Jewelry hired us for Guest Posting Services & Blog Writing, to build their brand awareness, increase traffic on their website and drive better conversions. Firstly, the client only wanted to the avail the guest posting services and afterward, they also account for the blog writing services.

InSeason Jewelry signed with us for 2 months of the project initially and later on that, after getting the desired results, the period of the project was extended to 6 months.

Challenges & Strategy

Guest Posting services aren't just a cakewalk to search, pitch and publish the content, it requires the complete precision as results we faced some challenges to deliver the best results according to the client's budget and requirements.

Some tasks & challenges that we've faced in this project:

- ✓ The biggest tasks for our team to filter those sites having high DA & PA, that's not an issue but the client budget. So, we created the strategy to filter high-authority sites and pitch them and make such changes according to the sites.
- ✓ Another challenge for us, the client wanted to get the do-follow link to her site landing page. Again, the biggest challenge was the budget that some guest posting sites have low cost to

publish but doesn't make an impressive impact and some have high authority but the cost to publish high too.

- ✓ Ensuring to deliver the perfect results that fulfill the client needs along with following the guidelines of guest posting sites.
- ✓ The client wanted to create content as the promotional tone which directly describes their business which is completely against the guest posting sites guidelines. In this case, our team of content writers understands both the instructions and created informative blog post which smartly described the client business and placed a do-follow link.
- ✓ Images are one of the important aspects of making the blog more appealing but the idea only works if images are 100% free from copyright. Oftentimes, we have to create and sometimes snap a best live shot for use in the blog post after complete the editing process.

Key Results

Over a period of starting 2 months, our team helps the client to meet their organizational goals as result it impact on improve conversions rate and drive more sales. After completed the first 2 months, the client extended the project duration to 6 months.

Here are the brief solutions that generate the desired results:

- ✓ Our team of digital marketers and content writers are well experienced and always aware of the market requirements.
- ✓ We conducted the analysis process to understand the client business nature, their needs and the industry requirements.
- ✓ Afterward, we created a strategy to follow and make such changes according to the needs.
- ✓ With the using of effective tools, we filtered best and high-authority guest posting sites that fulfill the client demand.
- ✓ Approved the sites by the client end, we started to contact one-by-one and pitch them about our needs and requirements in the professional tone.
- ✓ Then, we created the relevant blog post in an informative way, according to the guidelines.
- ✓ And, created or take a snap of images and complete editing process.
- ✓ We maintain the transparency with the client, that's why we shared every detail with them.
- ✓ After approved to the blog-post (topic & body) and images, our team ready to send the blog to publish with the do-follow link.
- ✓ We maintained an eye to observe the progress and make reports on it after successfully publish and promoted the content on the social media platform.

Discuss Your Projects with Experts

To find out more about our Guest Posting and Blog Writing services can do for your business, contact our experts through mail info@tech2globe.com or Skype info.tech2globe or visit our website <http://www.tech2globe.com/>