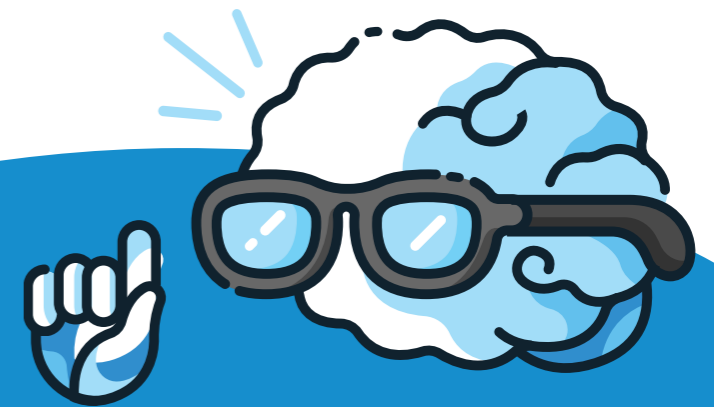


BeeDIGITAL



CASE STUDY

How marketgoo helps power for
Spain's leading digital marketing
agency.

marketgoo



Rubén Coll Molina
Commercial Manager

“ If you are looking for a long term SEO partner willing to go above and beyond in pursuing shared goals, go with marketgoo!

About BeeDIGITAL

Founded: 1967

marketgoo Partner since: 2019

Core Business: Digital Agency Services

HQ: Madrid, Spain

Employees: 280+

Customers: 70.000

Annual Revenue: 49.206k € EUR

Ownership: Privately Held

The Challenge

BeeDIGITAL initially needed a partner to help their Account Managers identify, analyze, prioritize, execute and explain to the customer the tasks that were being done to improve their websites' SEO performance.

The Outcome

With marketgoo's SEO products, **BeeDIGITAL** was able to quantifiably improve client satisfaction and retention, as well as optimize costs by decreasing time spent on calls with individual client accounts.

Adapting to Changing Consumer Habits

BeeDIGITAL strives to adapt to changing consumer habits and offer customers answers to their needs in the world of digital marketing. It aims to be the top digital services platform capable of interconnecting users and SMBs.

While evaluating potential partners to provide integrated SEO reports to enhance their customer offerings, marketgoo's technical solution and product stood out. Add to that the attractive pricing and their high level of confidence in the marketgoo team, and they had an obvious choice for a long term partnership.

“marketgoo is a company that will be true to its word and proactively help you develop your business idea”

Rubén Coll Molina, Commercial Manager

Making Customers More Successful is The Key

BeeDIGITAL was looking to overcome a few challenges with marketgoo's help:

- Sales Reps were spending a considerable amount of time manually sourcing leads which had a low level of segmentation and were of varying quality.
- They did not have a clear, definitive list of individual website 'pain points' for prospective clients, and had a hard time creating well targeted campaigns or identifying which of their products would be a good fit for the prospect.

Account Managers were spending a lot of time personally explaining website progress and results, besides addressing client needs, questions and concerns regarding their website.

“

Before marketgoo, Sales Reps would spend considerable time manually sourcing leads which had a low level of segmentation and were of varying quality.

Rubén Coll Molina
Commercial Manager

“

“An automated SEO report is sent out monthly, and it validates the work we've done for the client by showing clear progress each month. This has helped improve client retention.”

Rubén Coll Molina
Commercial Manager

BeeDIGITAL

miin-cosmetics.com

Tras analizar tu web estos son los resultados que hemos encontrado.

75%

¡Increíble! ¡Está claro que has trabajado en optimizar tu web!

Sin embargo, para mejorar tu posicionamiento, existen algunas áreas críticas a las que debes prestar atención, ¡sigue leyendo y empezarás a mejorar!

Generado: 15 de noviembre de 2021
Pais objetivo: España

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The Outcome

Partnering with marketgoo not only helped BeeDIGITAL overcome their challenges, it also had a positive effect on customer loyalty, lead generation, their value proposition and resource optimization.

- **Customer loyalty:** Not all account managers have extensive SEO knowledge, and they use the marketgoo SEO report* to engage in successful consultative service, identifying the exact pain points that clients have based on their website's SEO status. Then they can propose and execute tasks to improve the SEO performance of our customers' websites.
- **Fulfillment:** The fulfillment team can successfully serve a client with a clear picture of where their websites need the most help.
- **Differentiation:** the website report is an effective differentiator between BeeDIGITAL's tiered plans.
- **Lead Segmentation:** BeeDIGITAL uses marketgoo to run massive scans on lead lists. This enables them to easily detect and segment leads, reducing the need for manual or rote work from the Sales Reps and ensuring high quality leads that truly fit their niche.
- **Lead Generation:** the BeeDIGITAL website offers a white-labelled free SEO reports to generate leads.

* This report is customised by BeeDIGITAL via our API and does not refer to the Free Website Report you see in marketgoo's lineup.

The Proof is in The Numbers

- **Time Savings:** Sales Reps would spend up to 2 hours a day sourcing and segmenting lead lists. With marketgoo as one of the main tools being used for segmentation, that process is automated and Sales Reps can focus on making more sales calls.
- **Meaningful calls:** before integrating marketgoo as one of the main tools used to segment their potential market, Sales Reps had 35% meaningful calls (calls over 1 minutes) with prospects, and afterwards it went up to 65% meaningful calls.
- **Lower overhead:** There is less work for account managers thanks to the monthly website SEO report, bringing down the average time they spend on each client to 15 minutes per month.
- **Client Retention:** The Monthly Report doubled client retention

“

Our relationship with the marketgoo team is excellent. Starting with the CEO, they are always willing to give us their time, attention and expertise to help us solve problems and create new ways to help our customers.

Rubén Coll Molina
Commercial Manager

What's Next in The Partnership

BeeDIGITAL is currently studying new ways of scaling its partnership with marketgoo, and is already working on leveraging the Tier0 product to convert customers who have not yet acquired their SEO services. Additionally, a bundled basic SEO product is in the works.



“ *Customer satisfaction with the monthly SEO Report is so high that Clients usually do not require any further explanations from their Account Managers, increasing the number of clients that Account Managers can attend to and decreasing time spent on calls with individual client accounts.* ”

Rubén Coll Molina
Commercial Manager

See how we can achieve these results with you.

Contact Us today for a discovery call and demo.

[CONTACT US](#)