

The Case of the Invisible thinQ

Despite offering disruptive technology, thinQ was nowhere to be found in a Google search and unable to connect with potential customers. Enter: Mojenta and the Web Triangle.

thinQ, an innovative cloud-based software company that provides communications platform as a service, was growing at a comfortable rate, but had zero in-house marketing resources.

It was armed with a direct sales force and disruptive solutions but no way to be found on the internet.



The Challenge:

Elevate thinQ's online presence so their solutions are easily found via Google search



Develop thinQ's voice and brand identity across all its social media platforms



Create an archive of content to demonstrate thinQ's expertise in the cloud telephony industry



“ If you have a disruptive product but no one knows about it, you will fail to disrupt the market.

Mike Moran, COO, thinQ

The Action:

Mojenta's weapon of choice was the Web Triangle – a three-pronged approach to driving results with content, social media, and SEO. Mojenta created:



Blogs, memes, and infographics that drove thinQ's expertise in the cloud communications industry



Ongoing website optimization so thinQ is searchable, findable, and accessible to all



A strong strategy across three social platforms to build thinQ's relationships with existing and potential customers

“ Given that we were a relatively unknown entity in the marketplace, creating a volume of publications illustrating thought leadership in our space had a positive effect on our search results leading to increased leads.

- Mike Moran, COO, thinQ

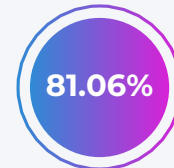
The Result:

thinQ is on track to be near or at **200% growth** across main website statistics such as sessions, unique users, and page views as of its 2-year Web Triangle anniversary.

After one year of working with Mojenta, thinQ saw growth on its website in the form of:



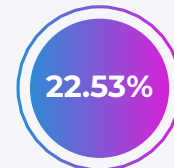
growth in sessions



growth in unique users



growth in page views



growth in average session duration



increase in inbound web leads

thinQ now averages over 1000 sessions referred via organic search.

That's **118.72% growth**.

And thinQ averages over 900 sessions of direct traffic – **79.50% growth**.

Overall, thinQ's marketing efforts resulted in **53 leads per month** in Q1 2017.