

GetCallers has experienced a **268% growth** in organic SEO traffic thanks to Experience Advertising.

## Situation

GetCallers, a leading call-center solution provider, operates with the goal of empowering small to medium-sized companies. The provider helps its clients maximize their ability to grow business by offering virtual agents who are ready to assist with tasks such as cold calling, cloud call centers, live-chat support, social-media management, and virtual assistance.

Operating with more than 800 agents and continually growing, GetCallers needed a way to reach more prospects online and drive more targeted traffic to its website.

“When we increased our operations in the US, we knew that we had to improve our advertising options to drive in more leads and clients,” said Mark Suleman, founder of GetCallers. “Although we had an idea about what we wanted to do, we just needed help to formulate and execute a great digital strategy.”

GetCallers already had a designated employee to handle online advertising. However, with the business climate for GetCallers changing rapidly, Mark knew that he had to expand and improve his online marketing efforts. He reached out to the team at Experience Advertising, hoping they would help steer business owners to the GetCallers website and get them signed up for services.

## Solution

After reviewing GetCallers’s website, the Experience Advertising team optimized the content to better meet modern technical SEO standards. These efforts helped increase prospects organically finding GetCallers through Google searches.

“They did all of our search engine optimization, and it has made a huge difference in our ability to get found through organic Google and Bing searches,” said Mark.

Next, the Experience Advertising team created and implemented cost-effective Facebook lead ads campaigns. More than just forms for prospects to fill out, these top-of-the-funnel ads increase brand awareness and reach, which boosts customer acquisition. Also, these ads can be optimized for quick follow-ups or higher-quality leads with custom features, such as a click-to-call option that allows prospects to reach GetCallers right away to inquire about their services.



“The Experience Advertising team tweaks our ad campaigns on an hourly basis to ensure that every lead that sees our Facebook ad converts on our website,” said Mark. “Anything that has to do with online ads, we go through the Experience Advertising team first—even with ad copy. If we are doing any advertising offline, we again run it past them for their approval and execution. They have been an incredibly valuable catalyst for our growth as a company.”

## Case Study



**The team at Experience Advertising knows how to implement and manage effective digital marketing strategies.**

They really turned things around for us with our online marketing efforts.



**Mark Suleman**  
Founder  
GetCallers

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## RESULTS + BENEFITS



### High-Quality Ads

“The ads we run now are high quality, professional, and effective,” says Mark. “Thanks to the Experience Advertising team, we never come off as cheesy or pushy.”



### Increase Traffic

Within 90 days of working with the Experience Advertising team, GetCallers experienced a 268 percent growth in organic traffic from SEO.



### Lower Conversion Costs

GetCallers used to pay nearly \$68 per conversion through Google Ads. Now that cost has been reduced to \$23. Also, GetCallers was paying close to \$35 per lead with Facebook Ads, but not pays less than \$12 per qualified lead and enjoys greater lead volume.



### Excellent Customer Service

“We’ve never had the Experience Advertising team say to us ‘we’ll get back to you’ when we have a question,” said Mark. “They are right there with an instant response, and they take action right away to address our problems and launch new ad campaigns the same day.”

## Case Study



**The team at Experience Advertising doesn't treat us like a client.**

They treat us like a partner, and that is very important to us.



### Mark Suleman

Founder  
GetCallers