

# Impero

Impero provides remote network and device management software. They commissioned Hallam to generate more software trial requests, and to build brand awareness in the USA and UK.



## Impero Key Facts:

**47%**

Increase in USA software trial requests.

**1013**

UK leads generated in just 3 months.

**40%**

Increase in organic traffic to the USA website.



Working with Hallam resulted in more enquiries, and more business in the United States. This is key to our success, and we're really pleased with the results Hallam delivers.



**Nikki Annison – Marketing Director**

**Impero**

## The challenge

Impero’s goals was to boost awareness of their Education Pro software, a leading solution for safeguarding young children in schools. Impero has a strong reputation in the UK, and wanted to address the USA market and build international visibility.

However, errors in the design and development of their websites resulted in international visitors being directed to the wrong geographically targeted version of the websie.

Over time, the Impero website had grown in line with the expansion of the business, and as a result was experiencing further technical problems that resulted in a drop in search engine rankings.

And finally, the marketing team at Impero had identified the need for more granular management reporting, with greater insight and interpretation of the digital marketing data.

## Our approach

The team at Hallam delivered a full service digital marketing package, including SEO, PPC, web development, social media, and Digital PR.

A comprehensive **SEO review** of the Impero website identified a number of barriers to success, and we recommended simple by effective changes to improve organic rankings and drive more traffic to the website.

Our **social media marketing campaign**, “One Message to Me” generated endorsements from anti-bullying ambassadors, and a Strictly Come Dancing Winner, Jill Halfpenny.

A successful **pay per click campaign** had very satisfactory **return on investment**, generating over 230 enquiries in the form of software trial requests, clickable “Call to Call” actions, and general enquiries.

And our **Conversion Rate Optimisation** campaign including A/B split testing resulted in an improved conversion rate.

## The results

By working with Hallam, Impero is accelerating its visibility and lead generation in the United States. The benefit of more enquiries, both through its website and over the phone in the UK and USA has provided Impero with strong return on investment.

