

WEBSITE REDESIGN & INBOUND MARKETING SERVICES

CASE STUDY // www.ebiinc.com



Employment Background Investigations



Employment Background Investigations Inc. (EBI Inc.) is a leading background screening company that offers enterprise level employment screening solutions to companies. EBI is the only background screening company to hold both an ISO 27001-2005 certification for Information Security and an ISO 9001-2008 certification for Quality Management.

Burning Platform

- **5 year old website**
- **Difficult to navigate**
- **Few calls to action**
- **Not built for Lead Capture**



Our LyntonWeb team met EBI's CEO, Rick Kurland, at HubSpot's 2013 Inbound Marketing Conference. Rick introduced us to EBI's Chief Knowledge Officer, Robert Capwell and their Director of Marketing, Chris Fucci. Rick, Bob and Chris all knew they had an outdated website that was representing their brand poorly and generating poor quality leads. They were using a 5 year old version of the Kentico CMS on their website that was difficult to update and was not mobile friendly. Their current Kentico website was confusing to navigate with conflicting menus and their homepage was a long list of news content and links without any clear calls to action.

Building an End to End Solution for EBI

- **CEO's vision of a lead generation engine**
- **Central place for thought leadership in the background screening industry**
- **Long term plan**

We started with the end in mind for EBI. EBI's CEO, Rick Kurland, wanted a website that was a lead generation engine that highlighted EBI's thought leadership in the background screening industry. Understanding that an updated website is only beginning of successful lead generation, Rick selected us as his partner for both his website redesign and inbound marketing efforts.

Website Redesign

- **Project Manager and Content Strategist**
- **Review of existing quality content**
- **Alignment of content to Buyer Journey**



We paired a website project manager and a content strategist to create a new website for EBI. Our focus in the design phase of our work was aligning EBI's quality existing content with the buyer journey stages of awareness, consideration and decision making to the design of the website. Our website audit and review of EBI's existing analytics showed that buyers initially tended to consume general background screening information in the awareness phase then move to content addressing specific needs like drug testing or immigration laws in the consideration phase. Buyers in the decision making phase were looking for content related to the cost and length of time needed for employment screening within their organization and content that addressed ideal criteria for selecting a background screening partner.

Content Strategy

- **Different content for different types of leads**

EBI provides employment screening solutions for both small and enterprise sized businesses. Small and enterprise designations are not based on size of company or revenue but rather on number of hires per year. An organization that may hire 200 new employees per year has different screening needs than a company that hires 20 people per year. We worked with EBI's Director of Marketing to develop a content calendar that included content that would attract both small and enterprise leads as well as a series of longer pieces of content that spotlighted EBI's industry thought leadership.



Blogging

- **Blog review incorporated internal legal and compliance departments**
- **Content on trending topics produced more frequently**

Because of the complexity and legal issues in the background screening industry we worked with EBI to develop a blogging process that incorporated initial internal legal and compliance review and then content optimization for maximum distribution.

We also tracked trending content topics and CTA clicks associated with those topics. For example, topics related to medical marijuana, immigration laws and corporate screening compliance regularly produced the highest amount of reads and CTA conversions. We made sure that our content calendar regularly included blogs on these subjects. We also made sure we were ahead of the news curve by publishing our analysis of major litigation that affects employment screening.

Finally, we also advised EBI on the development of an internal content creation program that would provide performance bonuses for those employees regularly producing publishable content.

Lead Nurturing

- **Different campaigns for different types of leads**
- **Goal lists for leads addressed common decision factors**

Because EBI focuses on both enterprise and small business clients, we developed separate lead nurturing campaigns for each type of client depending on their amount of hires per year. Once a lead had 2 downloads in their lead nurturing campaign they were moved to a separate goal list. The goal list addressed the decision phase of the buyer journey focused on selecting the best background screening partner for your company.





Video

- **Legislative Alerts provided newsworthiness to content**

Well produced, high end videos were an important part of EBI's overall content approach. EBI's CEO, Rick Kurland, hired a former broadcast news journalist and built an in-house video studio that produced weekly Legislative Alert videos for the screening industry. Publishing and promoting our Legislative Alerts contributed significantly to our thought leadership in the industry. The Legislative Alerts were some of our most popular content and resulted in increased time spent on EBI's website. Using technology from one of our partners, Uberflip, we created a video only section of the resource center that served up relevant Wistia embedded videos

Strategy and Results

- **Industry Thought Leader**
- **No More Cold Calling**
- **2 Fortune 100 Clients Through Inbound Marketing**

Our goal of positioning EBI as a thought leader in their industry was successful.



Because of the redesign and rebranding of the website, usability and time spent on EBI's website has improved. Our regular blog, video and advanced content production drove increased lead conversions. Qualitatively, EBI received regular feedback on the usefulness and relevance of the content on its website, emails and blog.

"Because of LyntonWeb, our sales team doesn't have to cold call prospects anymore."

CHRIS FUCCI
Director of Marketing, EBI

Because of our work EBI was able to sign two significant background screening agreements with Fortune 100 companies whose leads came in via the new EBI website.

Success Factors

- **CEO Buy-In**
- **Director of Marketing/CEO Alignment**
- **In-house and Agency Collaboration**



As with any successful organizational endeavor, a top-down commitment is required. If a CEO does not ultimately buy into an inbound approach, success will be elusive. EBI's CEO, Rick Kurland, was an inbound believer from day one. Similarly, alignment between the Director of Marketing and CEO is important as the marketing VP operationalizes the vision of the CEO. If Rick requested a change or had an idea he wanted to implement, he shared it with Chris Fucci, the Director of Marketing and then Chris discussed the idea with LyntonWeb to identify our best options. This sort of regular client/agency collaboration is necessary for long term retainer relationships as there are always new challenges and changes that need to be addressed.



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.



Inbound Marketing



Web Design



Hubspot Integrations

SPEAK WITH AN EXPERT
about your inbound, web and tech goals

GET STARTED TODAY