



SACS CONSULTING **INCREASED LEADS BY 132%**

WITH ORGANIC CONTENT & VIDEO MARKETING STRATEGY, FULL REBRAND

SACS Consulting is a leading human resources organisation, based in Melbourne. Keen to increase the sales of its SaaS products and B2B services, SACS engaged Copilot Crew to optimise several key areas of the organic leads and sales pipeline.

Our initial SEO services grew to include a complete rebrand, new style guide and website, video, email and content marketing optimisation. In just 6 months, we increased organic conversion rates by 68% and leads by 58%. Within a year, lead conversions were up 132% – *without paid media* – contributing to a record-setting year for SACS Consulting.

+132%

OVERALL CONVERSIONS

+68%

ORGANIC CONVERSIONS

+58%

ORGANIC CONVERSION RATE



*"It has been an excellent experience working with Copilot Crew. I highly recommend them as they are 'The Specialist' when it comes to web marketing, SEO and digital presence. **We have seen huge growth in our web traffic, leads and sales because they knew exactly how to tailor strategies specific to our business needs.**"*

Andrew Marty, Managing Director, SACS Consulting



HOW WE GOT THE WINS:

- Conversion Optimisation
- Video Marketing & YouTube Optimisation
- Email Marketing & Automation
- SEO & Content Marketing
- Brand Redesign & Website Optimisation

COPILOT CREW
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