



# **Client Success Story:**

## **How Express Writers**

HELPED A DIGITAL MARKETING  
AGENCY IN NEED

[www.expresswriters.com](http://www.expresswriters.com)

Headquartered in Worksop, England, Marketing Labs is a digital marketing agency dedicated to helping online businesses increase website traffic and improve conversion rates.

To make this happen, the team at Marketing Labs guides clients in the use of growth-hacking strategies, such as pay-per-click advertising and search engine optimization. Marketing Labs also assesses their clients' web copy and design, and provides suggestions to help improve user experience and, in turn, increase conversions.

Marketing Labs boasts a team of seven professionals, many of whom have over a decade of experience in online growth and customer service under their belt. With such a strong foundation to build on, Marketing Labs seemed ready to become a premier digital marketing agency in their area.

## The Search for Help

Janaway started searching for a copywriting agency that would match Marketing Labs' level of competency and intensity.

He needed copywriters that embodied three criteria:

- QUALITY
- SPEED
- KNOWLEDGE OF CONTENT AND DIGITAL MARKETING

He decided to contact Express Writers.

Says Janaway, "Our only other real option was to use an alternate supplier for the content due to the scale. I know of some, but was impressed with the quality and speed of Express Writers in previous projects. So it was a no-brainer for me."

## A Snag in the Road

Though Marketing Labs has two in-house copywriters on board, CEO Matt Janaway quickly realized that two people couldn't possibly tackle the amount of work that was pouring in from various clientele.

Janaway knew his copywriters' work would suffer if he stretched them too thin or forced them to rush assignments. But he still needed to provide quality service to Marketing Labs' clients as promised - especially if he wanted his business to continue to grow.

Furthermore, he knew that hiring another full-time copywriter wasn't a viable solution. Doing so would only lead to increased overhead and more problems down the line.

Janaway realized he had a problem, and he had a decent idea of how to fix it. But it took a little more digging for him to come to a solution that worked best for Marketing Labs.

## What Happened Next

Express Writers immediately took the reins for Marketing Labs and got to work.

In addition to creating and implementing a content plan for Marketing Labs' blog, Express Writers also cleaned up and optimized product description copy for a client of Marketing Labs.

The results were immediately clear:

Marketing Labs' monthly **website traffic doubled** from 25,000 to 50,000.

25,000	BEFORE
50,000	AFTER

 **+77%**

A client of Marketing Labs saw a **77% increase in revenue** year-over-year after Express Writers optimized their product description web copy.

 **+2,000**

A single post on Marketing Labs' blog gained over **2,000 shares on social media**.

## Looking Ahead

Now that Marketing Labs has partnered with Express Writers, the team is poised to become a leading digital marketing agency not just in their area, but throughout all of England.

Echoing these high hopes for the future, Janaway reports:

**"We're in rapid growth at the moment, and every single one of our clients is also seeing an incredibly high ROI from their relationships with us. Being able to add the kind of quality writing (EW provides) to our services makes us an extremely attractive proposition to those seeking to optimise their digital exposure."**



**MATT JANAWAY**, CEO at



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