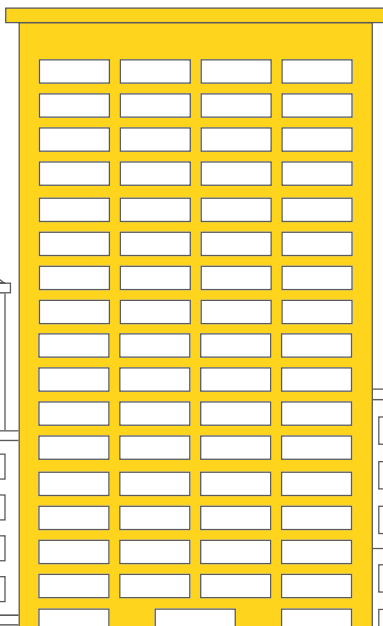


CASE STUDY:

HOW

High-Quality Content

Helped Instructure Increase
Lead Generation in a
New Market

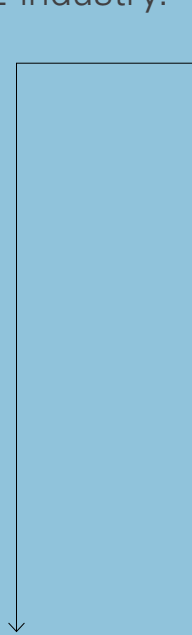


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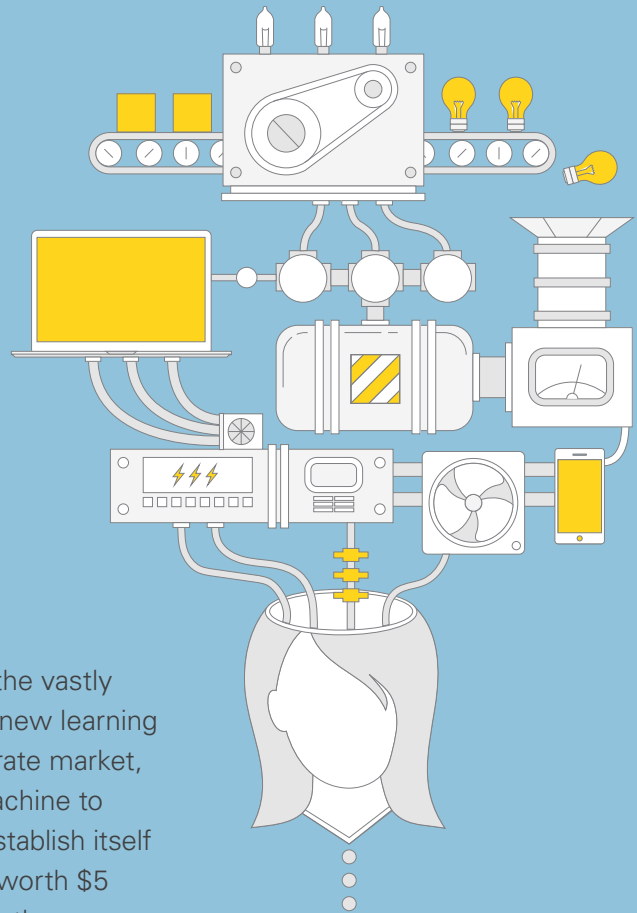
Our Client:

Instructure, a leading software-as-a-service (SaaS) technology company based in Salt Lake City, Utah, is a pioneer in the **e-learning space** with its groundbreaking Canvas product. With 900 employees, more than \$100 million in annual revenue and a CEO named **Ernst & Young’s Entrepreneur of the Year** in 2014, Instructure is a major player in the higher education and K-12 industry.



Challenge:

When the company wanted to break into the vastly different corporate market with **Bridge**, a new learning management system (LMS) for the corporate market, it knew it had to ramp up its marketing machine to speak to a different audience. In order to establish itself as a thought leader in an industry already worth \$5 billion, Instructure knew it needed to enter the scene with helpful content that solved prospects’ problems.

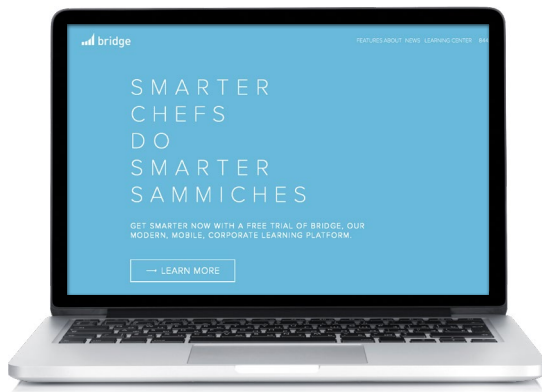


CASE STUDY

Our Solution:

With developed buyer personas, we helped Instructure hit the market hard by drafting content that would live in high-value e-books, infographics, blog posts and microsites to generate inbound leads and arm the company's outbound sales team with helpful, valuable content. In addition to generating long-form and short-form content, we also provided editorial calendar planning and content strategy along the way.

Our ability to consistently provide high-quality, well-researched content caused Instructure to part ways with another, much larger content marketing firm. Today, we're the sole content marketing firm for Bridge, feeding the content-hungry [Bridge blog](#) and arming the sales teams with e-books and other content.



E-books



Infographics

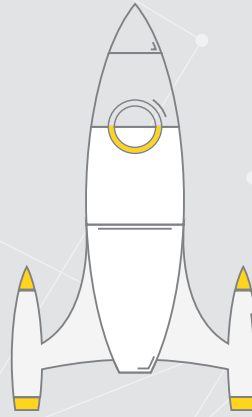


Blog posts



Microsites





Spot-on content strategy and development

“ The Reputation Ink team brings **STRATEGIC EXPERTISE** to every piece of content they create for us, whether it’s an informational e-book or an interactive quiz. They consistently deliver high-quality work that our audience will actually enjoy reading. Our brand tone is difficult to master, and they **NAIL IT** as if they were a part of our internal marketing team.



Unlike other agencies, Rep Ink doesn’t wait around for instructions—they take the reins and find new opportunities for us to optimize our content and marketing strategy. Our best-performing content to date has been a key tool for our sales department and continues to generate leads over a year after it was launched. The best part about our working relationship is that the team

MAKES IT FUN AND SEAMLESS TO COLLABORATE AND DO GREAT WORK, even from two time zones away. ” – John Clyde, Marketing Content Manager, Instructure

CASE STUDY

Results:

For several consecutive months, our blog posts and long-form content—combined with webinars and social media efforts—generated leads that exceeded original monthly expectations.

We enjoy our partnership with this e-learning innovator and look forward to helping Instructure continue to grow through high-value content and thought leadership.



Ready to work with a marketing firm with proven expertise in developing high-quality content that generates leads? Contact us at **904 374.5733** or info@rep-ink.com.