



CASE STUDY

SaaS Provider EASE Grows Blog Subscriber List 13X with Manufacturing Quality and Safety Content



EASE is the mobile audit software of choice for leading manufacturers that include Dana, Jacobs Vehicle Systems and Continental. Used for layered process audits, safety and 5S, the EASE platform delivers instant plant floor insights with its modern mobile interface and powerful reporting. Since 1986, EASE has helped manufacturers improve standardization and product quality, unlocking actionable insights to make the most from plant floor data.

Building Authority in Manufacturing Quality and Safety

The EASE team needed a way to build awareness of its cloud-based audit management solution and draw more visitors to the company website. Customers were raving fans, and while initial blogging efforts generated some results, leadership wanted to grow the company's reach.

One difficulty was finding a writer who could write about manufacturing quality and safety in a way that demonstrated credibility and authority.

This person needed to:

- Help them speak to people like quality engineers, quality managers and leadership, many in the automotive or aerospace industry
- Write content that hit the right tone with their target audience, making complex quality topics accessible for beginners and experts
- Get up to speed quickly on layered process audits, a specialized manufacturing audit

CHALLENGES

- Increasing organic traffic
- Growing subscriber list
- Writing for specialized audiences
- Technical subject matter

Finding the Right Writer and Strategist to Partner With

After seeing Rachel's work for another software company, EASE reached out about possibly working together. The team was interested in working with her because of her experience writing on SaaS solutions for manufacturing quality and safety. Her background as a former environmental, health and safety (EHS) consultant specializing in compliance assurance also meant she understood EASE's audience.

The first project they did together was a blog messaging roadmap, where they centralized persona information, themes, resources and content ideas. The project also involved an initial set of blog posts to accompany the roadmapping engagement, giving both parties a chance to see what it would be like to partner together.

From there, EASE engaged Rachel on a retainer basis, contracting with her for several posts every month. The marketing team also leveraged her for other key content initiatives, including:

- Creating new white papers and eBooks
- High-level editorial consulting to refresh existing pieces
- Interviewing customers and writing a series of case studies
- Developing content for the company's virtual and in-person events, including landing pages, scripts and interview questions

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-Thao Littler, Customer Marketing Manager

Within just six months of working together, EASE was able to achieve a full 6X growth in organic website traffic. Publication of an article ghostwritten by Rachel landed EASE on the cover of Quality Magazine, also helping boost traffic and bolster the company's authority. Quality Digest began syndicating EASE articles, allowing the company to reach an even greater audience with its newly refocused manufacturing content.

IN 6 MONTHS

+6X

ORGANIC
TRAFFIC

BLOG

+13X

SUBSCRIBER
LIST



Over the course of their engagement, EASE's blog subscriber list has grown more than 13X, and the company has earned the top results in Google for multiple key phrases. Rachel's industry knowledge combined with her best practices approach to copywriting has given the team an important tool in reaching their audience and maximizing the impact of their content. This content demonstrates EASE's true understanding of its audience's needs, from creating a culture of quality to eliminating inefficiency on the plant floor.

The Next Phase in EASE's Evolution

Rachel's work with EASE has spanned marketing team changes and rebranding campaigns, providing continuity to help sustain the momentum of the company's content marketing efforts. Recent projects include content strategy work for a new content hub the company is creating, as well as copywriting for its recent website launch. EASE also plans to work with Rachel on another series of case studies highlighting results they've helped manufacturers achieve.



There's something special about working with a writer that truly understands your company as well as your audience and their needs, especially when you're trying to reach such a niche group.

-Thao Littler, Customer Marketing Manager

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The key difference between working with Rachel versus other writers I've hired for blog posts and other content pieces is that we're able to operate collaboratively. It's not just about our marketing department coming up with topics and assigning the work to her; Rachel takes the time to give us feedback and offers suggestions on what would work best and why.

There's something special about working with a writer that truly understands your company as well as your audience and their needs, especially when you're trying to reach such a niche group. Rachel is truly a professional when it comes to the quality of her work and she's a valuable asset to our Marketing team."

-Thao Littler, Customer Marketing Manager

SUCCESS FACTORS

- Quality & safety knowledge
- SEO & content strategy expertise
- Conversational writing
- Accuracy & on-time delivery

HIGHLIGHTS

- Cover of Quality Magazine
- Articles syndicated by Quality Digest
- High keyword rankings
- 6X organic traffic & 13X list growth