



## CASE STUDY

# SaaS Provider ETQ Grows Blog Subscriber Base More than 12X with Industry-Focused Content



ETQ is a leading provider cloud-based enterprise quality management system (EQMS) software used by more than 500 organizations worldwide, including Fortune 500 companies like GE and Kimberly-Clark. ETQ's Reliance platform is known for its flexibility and built-in best practices that help manufacturers streamline compliance and operational excellence.

## Manufacturing Industry Expertise Wanted

In 2014, ETQ saw an opportunity to start publishing high-quality content at increased frequency to capture more organic traffic and leads.

The challenge was creating content that resonated with manufacturing quality and safety professionals from industries such as:

- Consumer packaged goods
- Food and beverage
- Medical devices
- Heavy industry

ETQ needed a writer who could demonstrate understanding of the daily challenges of these groups, from ensuring product quality to protecting employees on the plant floor. What's more, they needed someone who understood their solution set and how it fit into their content strategy.

## CHALLENGES

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

## Finding the Right Writer to Partner With

ETQ originally hired Rachel to do a pilot project consisting of four blog posts. The company selected her based on her past role as an environmental, health and safety (EHS) consultant, where she'd specialized in compliance assurance management systems.

After reading the first set of articles, the company decided to move forward with a retainer agreement for multiple articles delivered monthly. For the next three years, Rachel served as a primary writer for the ETQ blog, also providing content ideas targeting SEO keywords.

## Achieving a Competitive Content Advantage

ETQ blog subscribership jumped 300% in the first months of working with Rachel, growing more than 12X over the course of their engagement. Subject matter expertise was a key differentiator in helping the marketing team grow the ETQ blog and brand.



Within just a few months of working together, we more than tripled our blog subscribers (and counting). I would absolutely recommend Rachel to anyone looking for a freelance writer to help grow their content and reach.

—Brenda Percy, Blog Editor

*“Before hiring Rachel, we recognized a need to increase our blog content. We knew we would need an additional resource to meet our content goals, but I was concerned it would take a lot of time to review and edit work from a writer unfamiliar with ETQ. This wasn't the case at all with Rachel.*

*I was impressed at how quickly she familiarized herself with our products and our style. I love her informative and entertaining writing style, and how she's able to take a topic and run with it. She clearly takes the time to research each post and make her own edits to turn around an impeccable story. Plus, everything comes in on time.*

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— Brenda Percy, Blog Editor

IN 3 MONTHS

**+300%**

SUBSCRIBERS

OVERALL

**+12X**

SUBSCRIBERS

## SUCCESS FACTORS

- Industry knowledge
- SEO & content strategy expertise
- Engaging writing
- Accuracy
- On-time delivery

As part of their work together, Rachel also helped ETQ create multiple white papers, infographics and ghostwritten articles. Appearing in trade journals such as Quality Digest, Industrial Safety & Hygiene News (ISHN), Medical Purchasing Outsourcing and Orthopedic Design & Technology, these articles helped ETQ increase awareness and cement its reputation as industry experts.

## Bridging the Gap During Transition

After the company was acquired in 2017 by private equity firm TCV, Rachel helped the new marketing team keep producing blog content for ETQ's subscribers. Throughout the company's rebrand, Rachel provided support to refresh existing white papers and create new ones, also helping smooth the transition by continuing to create ghostwritten articles.

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Far more than an “order taker,” Rachel was great when it came to generating ideas that would resonate with ETQ's customer and prospect audiences. She's also a pleasure to work with: professional, deadline-ready, industry savvy and a great thought-leadership contributor. I would be more than happy to work with Rachel again and recommend her highly to those looking for a first-class content creator.

—Chris Nahil, Senior Manager, Public Relations and Content Marketing

“Rachel has worked with ETQ as a freelance writer for several years. It was my pleasure to know and work with her for the last 18 months, as the ‘new guy’ in marketing. Rachel is a strong writer and a subject matter expert when it comes to environmental, health and safety, and quality management topics.

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**PUBLISHED IN**

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