



Case Study

Filling the Entire Content Funnel for Impactful Lead Journeys




THE CHALLENGE

A startup that builds branded smartphone keyboards only had a short landing page to try and convert brands, investors, and keyboard users.

THE SOLUTION

SalientMG built a full-funnel content journey for each persona, including a user experience strategy and copy creation for a brand new website.

THE RESULTS

-  2 **product videos** to increase awareness
-  A **case study template** to highlight business impact
-  8 industry-segmented **FAQs** to accelerate product adoption and engagement