



# CASE STUDY

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## THE EPIPHANY GROUP



**MORE INFO**  
[fillthegap.marketing](http://fillthegap.marketing)

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**Client:** The Epiphany Group

**Industry:** Business Consulting & Professional Development

**Services Provided:**

- Website Development & Maintenance
- Search Engine Optimisation and PPC
- Google Ad Campaigns,
- Social Media Marketing,
- Sales Collateral Development

**Background:**

The Epiphany Group, a leading business consulting and professional development firm, sought a comprehensive marketing strategy to enhance their online presence, increase engagement, and generate more leads. They partnered with Fill the Gap Marketing to drive their digital marketing efforts and refine their brand positioning.

**Solution:**

Fill the Gap Marketing implemented a multi-faceted approach to elevate The Epiphany Group's visibility and effectiveness across digital platforms.

**The key initiatives included:**

**1. Website Development & Ongoing Maintenance**

- Designed and developed a modern, user-friendly website.
- Regularly updated content, including blog posts and service pages.
- Implemented SEO strategies to enhance search engine rankings and organic traffic.

**2. Search Engine Optimisation (SEO) & Pay-Per-Click (PPC) Advertising**

- Conducted keyword research and optimised website content for search engines.
- Managed PPC campaigns to maximise reach and conversions.
- Improved website ranking, leading to a steady increase in organic traffic and quality leads.

### 3. Google Ad Campaigns & Lead Generation

- Designed targeted Google Ad campaigns focused on business consulting and leadership development services.
- Refined ad strategies to improve conversion rates and return on investment.
- Successfully increased high-quality leads, driving business growth.

### 4. Social Media Marketing & Engagement Growth

- We managed and executed content strategies across Instagram, LinkedIn, Facebook, and TikTok.
- We created engaging content to enhance brand awareness and audience interaction.
- Achieved significant growth in engagement and follower numbers across all platforms.

### 5. Sales Collateral Development

- Designed corporate capability statements to showcase The Epiphany Group's expertise.
- Developed product catalogues and PowerPoint templates for business presentations.
- Produced high-quality marketing materials to support sales and client acquisition.

### Results:

- **Enhanced Digital Presence:** The Epiphany Group's website now ranks higher on search engines, attracting more organic visitors.
- **Increased Social Media Engagement:** A noticeable boost in follower growth and interaction across platforms.
- **Higher Lead Generation:** Google Ad campaigns have led to a measurable increase in inbound leads.
- **Stronger Brand Identity:** Professionally designed sales collateral has helped reinforce brand credibility and consistency.

## Conclusion:

Through their tailored marketing strategies, Fill the Gap Marketing has successfully positioned The Epiphany Group for continued growth. Their expertise in digital marketing, SEO, PPC, social media, and sales collateral development has significantly enhanced The Epiphany Group's online visibility and lead generation efforts.

By leveraging a data-driven approach and continually optimising campaigns, Fill the Gap Marketing has ensured sustained success and ongoing improvements in engagement, traffic, and conversions. The collaboration between the two companies continues to evolve, with new strategies being implemented to further enhance brand awareness and market reach. The Epiphany Group now enjoys a stronger online presence, improved customer acquisition, and a more compelling digital brand narrative.

With a proven track record of delivering measurable results, Fill the Gap Marketing remains a trusted partner in driving The Epiphany Group's marketing success.

For more information on how Fill the Gap Marketing can help your business grow, visit: <https://fillthegap.marketing/>



# Thank You!

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Between You  
and Success.*



**Let's Get  
In Touch**

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