



Meet Rob Novak Executive Vice President of Segue Technologies

Before inbound, their business was almost exclusively referral-based through networking and word-of-mouth. Although Segue had been taking a little time to try and bolster their website traffic through blogging, they weren't seeing the results they had hoped for.

Then, Rob saw Marcus Sheridan speak on the power of inbound marketing, and had him come in for an inbound buy-in workshop with his whole team.

After the workshop, Segue made it mandatory that every employee in the company contribute to the inbound marketing strategy. Each employee was tasked with writing at least one blog per quarter for a total of four blogs per year.

"It was during Marcus' presentation that I had kind of a 'lightbulb' moment. We'd had a website up for over ten years, and I couldn't believe we hadn't been doing this. It's crazy because it's so simple. The connection of answering peoples' questions is such a simple concept. But executing it was something that we had just never done before."

It was that inbound buy-in workshop that set them up for long-term success.

“When we first started doing inbound marketing, we were getting around 1,000 visits to the website each month. Last month we had 85,000. And when we started tracking all of the revenue that we could directly be attributed from inbound, it came out to \$8,053,442.31.”

And we love working with you, Rob!