



Proper Connections Expands National Footprint With Mojenta



As a young company with a niche in the telecom and technology worlds, Proper Connections wanted to be visible on search engines. Mojenta helped Proper establish a presence on the web.

The Client:



Proper Connections is a technology consulting firm specializing in USAC services. The company is based out of New York and Massachusetts, but serves customers nationwide.



The case:

Proper Connections had built a business in its niche market of USAC consulting and was seeing success helping healthcare providers take advantage of available funding. However, the company was invisible to those providers searching for such a service online.

Proper had a sub-par website as a result of its “growing pains” stages. The company had tried to cut cost corners by going with a generic site that failed to show up on search engines or convey the right information. It:

✘ **did not have enough data about Proper**

✘ **had typos**

✘ **was poorly designed**

✘ **looked outdated**

✘ **was not optimized for search engines**

The company knew it needed marketing, but it also knew it needed the perfect website first.

The Goal:

Build an SEO-driven, accurate, well-designed website for Proper Connections.



The Clincher:

Proper was doing research on marketing companies that create websites when it found Mojenta.

“Once I had the initial conversation with Angela [Leavitt, CEO of Mojenta] I felt like Mojenta had outdone the competitors and that we could work together. Mojenta specializes in telecom, and that was really big for me. I felt like Mojenta could take our business and fulfill our wishes.”

- Marci Proper, Director of Marketing, Proper Connections

The Method:

Mojenta built Proper's new website through

in-depth conversations with Proper about its mission to establish direction

analysis of Proper's vision for its brand to make sure the site matched its goals

messaging exercises to hone in on the company's ideal target customer

design exercises to land on the perfect aesthetic

SEO strategizing to engineer the website for keywords that would get picked up by Google and other search engines

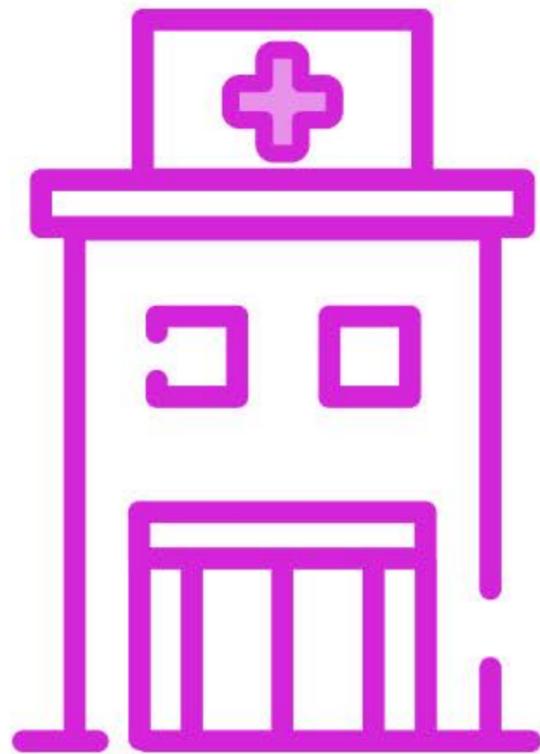


The outcome:

Within 2 months of launching its new website, Proper got a call from a healthcare system that represented multiple hospitals in the southern U.S. They said they had found Proper Connections through a search engine and were drawn to the company's specialization in USAC consulting for rural healthcare providers.

The outcome:

Through the relationship with this healthcare organization, Proper established deals with



20

hospitals but has the potential for partnering with

200

“We knew we were going to have to spend money to produce results, but with this deal...I just couldn’t believe it. That lead was huge.”

- Marci Proper

The outcome:



That one lead from a simple search not only paid for Proper's new website several times over, it took the company's business to a **broader, national range.**

And, at the time of this writing, two pages of the company's website **rank 5th and 6th out of 102,000 search results** for 'USAC consulting' on Google.

The outcome:

Proper Connections now has a larger national footprint, and is reaching its target audience every day through its Mojenta-fied website.

“I am incredibly busy, and working with Mojenta alleviates a lot of the pressures and stress that I have. It’s just so easy to work with Mojenta. The team is incredibly responsive in terms of answering questions and working on my needs every day.”

- Marci Proper

Want us to crack your marketing code?
We’ve got the secret weapon.

Contact Mojenta today.