

# How LaneTerralever Used ClearVoice to Increase a Client's Revenue by 87%

**LaneTerralever is a marketing agency based in Phoenix, Ariz., specializing in brand strategy, content strategy, and content creation.**



LANE | TERRALEVER™

As known experts in the content marketing space, LaneTerralever supports a range of clients who turn to them to create the high quality content needed to fuel their ongoing marketing campaigns. Their diverse roster of clients includes Cable ONE, the Arizona Cardinals, and Advanced Recovery Systems.



87%

Increase in  
Content



30%

Increase in  
Leads



17+

Hours/Month  
Saved



Elise Gould

Senior Director of Content Marketing

*"With our client Advanced Recovery Systems, the results were truly impressive: 441% increase in SEO visits, 188% increase in total organic listings, 87% increase in revenue, and a 51% decrease in average cost per admission."*

## Challenges

With content needs for a range of industries, LaneTerralever was struggling to find high quality writers who could create content in niche subjects. They also were using more than 10 tools to create content, and needed to streamline content creation into a single portal. In order to target audiences in small business technology, entrepreneurship, and healthcare, LaneTerralever turned to ClearVoice.

## Solutions

LaneTerralever leveraged the ClearVoice Talent Network to recruit teams of freelance writers for each client. Starting with blog posts, LaneTerralever simultaneously worked with their clients to conceptualize topics and create assignments for writers as they came onboard.

“Access to the 2000+ content writers with diverse backgrounds and experiences helps to bolster our content production, particularly in niche or technical areas,” said Elise Gould, Senior Director of Content Marketing at LaneTerralever. LaneTerralever’s internal team also has used ClearVoice to manage and track campaign progress, assignment creation, revisions, and writer payments.

## Results

Creating more than 500 pieces of content with ClearVoice over 12 months, LaneTerralever saw a significant increase in content production as compared to their previous process. They were able to replace Writer’s Access, Upwork, Ebyline, Kapost, Trello, and manual invoicing, while cutting back on email communication.

*“Since using ClearVoice, we’ve seen content production increase and found a great deal of efficiency for many of our clients,” said Gould. In their new process they have saved more than five hours a week on writer recruiting and content creation alone.”*