Elevation Marketing Boosts Integrated Payment Leader's Web Presence for Enhanced Engagement.

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BillingTree® is an industry leader and trusted name in the integrated payment software industry

Founded in 2003, BillingTree enjoys an excellent reputation as the leading provider of integrated payment solutions for a variety of industries and has a particularly strong presence in the ARM (Accounts Receivable Management) arena.

Its technology-enabled suite of omni-channel products and services enables organizations to decrease the cost of payment processing and comply with regulations while increasing overall business efficiency.

Based in Phoenix, Arizona, with more than 100 employees, BillingTree brands itself as more than a payment solution – it also confers a tremendous bottom-line benefit to companies. Processing billions of dollars in payments annually, BillingTree commands respect in a very competitive field. At the time of Elevation's engagement, the payment industry leader was positioned for growth, but needed to address issues related to its branding and web presence first.

BillingTree enjoys an excellent reputation as the leading provider of integrated payment solutions

A sub-par web presence and experience deters lead generation

BillingTree had a lot going for it. It was an early entrant in the payment software arena and had spent years refining its products and growing through acquisition. As a result, the customer base grew and BillingTree became a go-to for the ARM industry, in particular. Unfortunately, its website, MyBillingTree.

com, had trouble attracting new leads. The site looked cluttered; had outdated copy with broad, vague messaging; and lacked cohesiveness and direction. Attempting to do all things for all people, it often led visitors to abandon site pages in frustration. BillingTree also operated Payrazr.com, but

the site had been designed and operated in isolation from the parent company site.

BillingTree leaders had other needs as well. They wanted to leverage the company's strengths to attract more healthcare and financial services organizations (banks and

credit unions), but they knew their website didn't reflect everything BillingTree could do for these appealing new verticals.

Elevation was tapped to address the website's cluttered look and create brand cohesiveness across all of BillingTree's solutions. Emphasizing the ways in which they could address the integrated payment needs of many different verticals – not just ARM – was important as well, and the new site needed to integrate Payrazr.com. BillingTree wanted visitors to quickly understand what the company does, why they should care about its offerings and, within a few scrolls or clicks, understand the benefits to their particular industries.
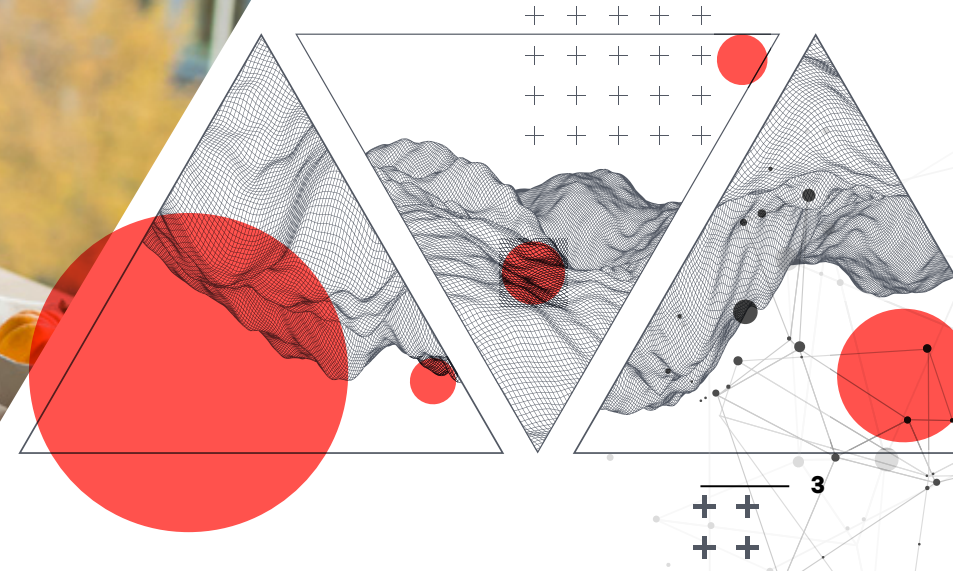
A multi-phase approach refines BillingTree's brand identity and launches a new website that creates a more sophisticated, user-friendly web experience

Phase 1: Research and discovery

The initial phase of the project focused on identifying BillingTree's position in the market vs. its competitors and pinpointing key opportunities for customer interaction along the buyer's journey. Research included in-depth internal and external stakeholder interviews; a five-point audit of current collateral for effectiveness and alignment to the company's brand and goals; and a review and synthesis of competitor messaging across multiple resources. Elevation also immersed itself in BillingTree's culture and customer experience to reveal perceptions and assumptions about the company. Simultaneously, the web team conducted a thorough analysis of the company's existing website, outlining technical, functional, design and branding needs.

Phase 2: Branding and messaging

With the research and discovery insights in hand, competitive truths were identified; they would serve as the foundation for new messaging and branding. Elevation then collaborated with company leaders to conceptualize compelling content – messaging, photography, illustrations, video – that would tell the brand story effectively, address customer pain points and move customers toward a decision to purchase. Messaging centered on a new tagline – "You do [Your business]. We'll do payments." – that allowed BillingTree to tailor messages to specific industries and vertical markets. A strategic marketing plan was developed to capitalize on opportunities for lead generation and sales growth.

"You do [Your business]. We'll do payments."

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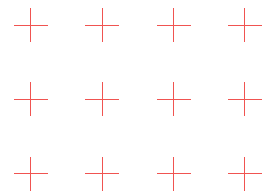
Phase 3: Creative

The research was also central to the development of creative concepts that would not only be visually compelling, but would help improve user flow, provide a consistent customer experience throughout the site, encourage customer engagement and ultimately, boost conversion rates. A style guide was also developed to ensure the company could easily maintain the new branding and messaging as visual elements and content were changed and added over time.

Phase 4: Site plan, testing and launch

A strong architecture supports higher conversions and engagement. The research and website analyses were used as the basis for a complete site plan – architecture, UX, UI – that outlined the relationships, dependencies and flow of information for visitors to the site across the homepage and interior pages. Elevation then moved into building the site, following best practices for modularized, reusable code for site speed, mobile-friendly design, reduced error potential and future extensibility.

Prior to launch, extensive internal quality assurance (QA) activity was initiated, including browser and device testing. Tracking features were installed, and Elevation confirmed that the site met its proprietary 80-point SEO certification standards. A site migration plan was created, and the Elevation team held an in-person training event with support materials and deep site walkthroughs for BillingTree staff.

At the completion of extensive pre-launch testing and training, the Elevation team was ready to launch. A backup and archive of the old site was established, and the new site was launched through an approved hosting environment. With no site downtime, in the virtual blink of an eye a fresh, new MyBillingTree.com was born.

Over time, Elevation was called upon to do work beyond the website redesign. The complete suite of deliverables included:

- Messaging matrix and strategy documents
- PowerPoint template refreshes
- Additional marketing collateral refreshes

Full website development and launch

Redesign of internal SharePoint platforms

Simplicity. Sophistication. Improved Performance.

With refreshed messaging and content tailored to individual vertical markets, the new MyBillingTree.com brought tremendous business gains for the company. Results included:

12.5%
increase in page views

0%   30%

17.5%
boost to average session duration

0%   30%

27%
decline in bounce rate

0%   30%

20.8%
increase in the number of page visits

0%   30%

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

CONTACT US

sales@ElevationB2B.com

275 East Rivulon Blvd., Suite 411

Gilbert, Arizona 85297

480.775.8880

elevation marketing | elevationb2b.com

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