

How HotPads Increased Blog Traffic By 4,000% With The Power of Original Content

In just seven months, HotPads' digital presence grew from a tiny startup blog to a robust brand publication. By using Contently's network of expert contributors and the advanced content marketing platform to manage production and analytics, they were able to source hyper-local content and grow their audience exponentially.

“Contently allowed us to hit all of our targets—all of our top ten cities and more.”

—JOANNA MCGUIRE, Content Marketing Manager of HotPads

Challenge

With just 400 views a month, HotPads not only needed to ramp up traffic but also grow an engaged, returning audience of locally targeted personas with more quality, original content. In addition, HotPads elected not to use any paid promotion and also wanted to focus on a cross-promotion distribution strategy.

Solution

To appeal to these hyper-local markets, the Contently network became ideal for finding qualified and vetted journalists in any part of the country to cover assignments. Contently's talent managers helped HotPads source storytellers who were able to publish over 270 stories last year.

Results

4,000%

increase
in website traffic
in 7 months

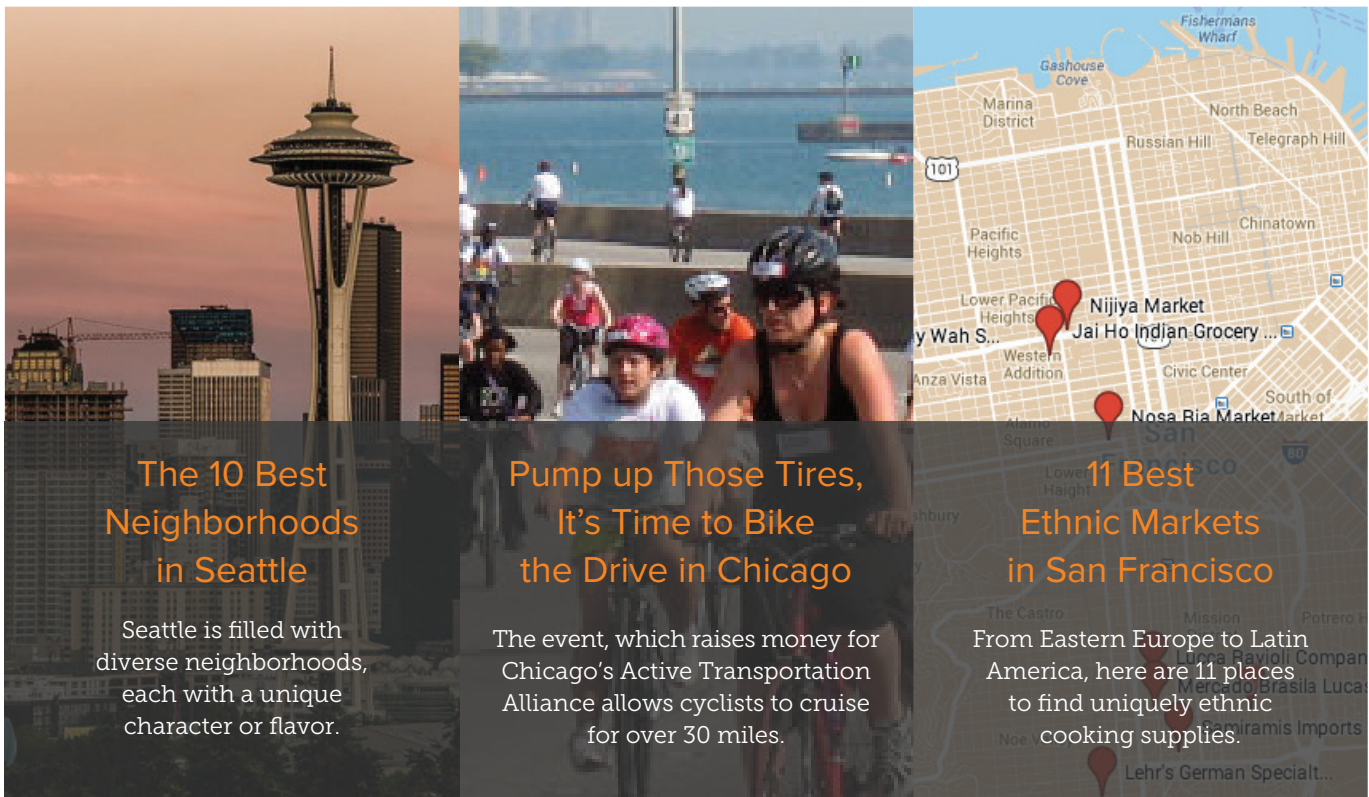
20+

expert contributors
from around the
country

270

articles
produced

Examples of work



Interested in working with us?

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