



**118 RESPONSES  
67 DOWNLOADS  
AND 22 SALES CALLS  
GENERATED WITH  
ONE GUEST POST ARTICLE  
IN 7 DAYS**

## **Problem: Content Doesn't Translate into Leads**

Dr. Jeff Camarda at **Camarda Wealth Advisory Group** is a prolific and an engaging writer.

He is the principal of his RIA firm down in Jacksonville, FL; yet still makes the time to write over 2000 words per week most weeks.

Week after week, he writes article after article with content that his prospects and current clients can truly find helpful.

But for all of that, he was not getting many leads into his pipeline in Salesforce.

So he reached out to Midstream Marketing on a recommendation from Michael Kitces to provide strategy for their content marketing and guest blogging channel.



**Camarda Wealth**  
ADVISORY GROUP

**Camarda had this to say:**

*“Chris and his team are wonderful. They seem to understand digital marketing for advisors far better than the many others we have talked to, and we are very excited at how far they can push our success in this area for Camarda Wealth. Highly recommended, Jeff Camarda.”*

## **Solution: The LeadGen Formula™**

For Camarda and other clients, we first do exhaustive keyword research that follows four critical criteria which is proprietary, but suffice it to say that our strategy team looks for keyword topics that have high search volume with low competition.

In his case, we got the keywords off to Jeff, guided the writing process, he wrote it, and we got it published. The magic happened right away within the first seven days. It is a proprietary blend of authority blogging, SEO content strategy, content marketing, email and social media amplification - all ending with a sales funnel that goes into his Salesforce pipeline.

This approach brings the following immediate and long-term results: First, in the first week thousands of people read the article which generates an initial burst of leads. Then second, the article lives on as owned-media on his site and is a permanent source of leads month after month. And each article can do this.

## Benefits

**BENEFITS:  
118 RESPONSES,  
67 DOWNLOADS  
AND 22 SALES CALLS  
FROM ONE  
ARTICLE**

We took Camarda Wealth from getting virtually no leads from their articles to getting impressive results based on a proven strategy.

- 118 Responses
- 67 Downloads
- 22 Sales Calls from One Article

We have laid the ground work for a process that seems to work for their team to truly make content marketing and guest blogging win for them.



**SEE HOW OUR PROVEN  
LEADGEN FORMULA™  
WILL WORK FOR  
YOUR FIRM.**

Go to [HTTPS://WWW.MIDSTREAMMARKETING.COM/LEADGEN](https://www.midstreammarketing.com/leadgen)



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**WE DELIVER PREDICTABLE,  
QUALITY LEADS FOR  
FINANCIAL ADVISORS**

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#### About Midstream Marketing:

Christopher P. Wendt is president of Midstream Marketing, a digital agency that generates predictable leads for independent financial advisory firms. Over the last 10 years, he's spent hundreds of hours applying the LeadGen Formula™, a proven method helping financial advisors generate more leads. You can reach him at [cwendt@wendt.enterprises](mailto:cwendt@wendt.enterprises).