

CASE FILE: HIGHER YIELDS CONSULTING



GROWTH ACHIEVEMENTS



553% INCREASE IN
REVENUE



100+ LEADS GENERATED
PER MONTH



PRESENCE & ORGANIC
SEO RANKINGS IN 35
STATES & 12 COUNTRIES

ABOUT HIGHER YIELDS

Higher Yields Consulting (HYC) is a cannabis consulting firm that empowers budding cannabis operations to reach their full potential in a highly competitive market.

HYC offers comprehensive services from application consulting to branding to grow ops and beyond. Cannabis businesses around the world trust HYC to guide them to success in the booming cannabis industry.

THE PROBLEM

Before working with Cornell Content Marketing, Higher Yields struggled to populate their blog with engaging and effective content. Instead, “the blogs felt generic, lacked relevance, and weren’t contributing to our lead gen goals,” said Cory Waggoner, founder and CEO of HYC.

Search Engine Optimization (SEO) proved challenging, as well. **In the absence of a strong SEO strategy, previous writers created content week over week without direction, thus failing to rank for crucial keywords or generate an ROI on the content.**

“With the last marketing guy we worked with, there was never really a plan,” Waggoner explained. “We were spending all this time, money, and effort on SEO and blogs, but we weren’t getting ahead.”

HYC was determined to make their marketing dollars count and turn their website into a lead generating machine, so they sought out help from a content marketing partner who specialized in high-value SEO content.

THE SOLUTION

Higher Yields is teeming with incredibly knowledgeable and talented cannabis experts, but their content didn’t showcase their expertise – nor did it get in front of those who were looking for their help in the cannabis industry.

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“WE’VE WORKED IN 12 COUNTRIES AND 35 STATES. THAT’S NOT BECAUSE WE’VE BEEN TOURING THE GLOBE KNOCKING ON DOORS. SEO HAS ALLOWED US TO PUT OUR FLAG UP AROUND THE WORLD.”

Cory Waggoner,
Founder & CEO of
Higher Yields Consulting



IS CONTENT MARKETING RIGHT FOR YOU?

For those considering content marketing, Waggoner poses a question.

“Some companies aren’t willing to make the investment and give it the amount of time that it needs. The question is: do you want to see success in small blips that are few and far between? Or do you want a steady climb you can rely on?”

After connecting on LinkedIn, Waggoner and Rai Cornell, CEO, Strategist, and Senior Copywriter at Cornell Content Marketing, agreed to partner.

“What set Cornell apart was their dedication to creating a custom solution for us,” said Waggoner. “Our business is unique and we needed that. Where other writers created generic content, Cornell developed a plan that matched our business strategy and growth goals.”

Aligning with the needs of the HYC team, Cornell struck a delicate balance between SEO ranking, lead generation, and creating high-value, engaging content.

With an eye-opening SEO Audit, Report & Plan, Cornell was able to identify where HYC’s previous content fell short, then devised a strategy for improving the overall health and SEO value of the website itself before expanding the strategy to HYC’s monthly blog content.

With a data-backed strategy in place, Cornell paved the way toward improved rankings and a wider reach.

THE RESULTS

After just a few months of working with Cornell Content Marketing on their SEO strategy, Higher Yields Cannabis Consulting began to see a direct correlation between increased web traffic and leads generated.

Although these results appeared quickly, HYC understood that content marketing and SEO is a long game. “Good marketing takes time, and SEO isn’t for every business,” said Waggoner.

From April 2019 to September 2021, the niche consulting firm increased their revenue by 553% – growth which Waggoner attributes largely to the immense value of the website, which serves as a lead generating powerhouse ripe with valuable, SEO-rich content.

“Cornell helped us figure out what was worth our time and what wasn’t. They never blew smoke. They were always transparent and kept our expectations realistic. Now we’re seeing the results, which are great.”

Cornell’s organized process and culture of partnership and transparency gave Waggoner and Higher Yields the confidence to focus on what they do best – expert consulting in a challenging industry.