



Case Study: Easiest Systems + mediaGuild

Project: Lead Generation Platform with Custom CRM & Marketing Automation Integration

Industry: Technology Services

Timeline: 3 months

Location: Smyrna, Georgia



Challenge

Easiest Systems, a provider of business automation solutions, sought a unified platform to streamline lead generation, nurture campaigns, and CRM functionality. Their objectives included:

- Dynamic landing pages for campaign-specific targeting
- Instant content access after form submission
- Seamless integration with their proprietary CRM and popular email marketing tools

To achieve this, they partnered with mediaGuild.



Solution

mediaGuild designed and delivered a performance-driven system to fulfill Easiest Systems' technical and strategic goals. Key components included:

- **Custom Landing Pages**
 - Responsive, conversion-focused templates
 - Personalized messaging based on audience segmentation
- **CRM & Marketing Automation Integration**
 - Real-time data syncing with a proprietary CRM via secure APIs
 - Direct integration with **AWeber**, **GetResponse**, and **Mailchimp** for instant lead nurturing and email automation
- **Resource Delivery Workflow**
 - Automatic redirection to requested content (e.g. product sheets, demo videos)
 - Trigger-based follow-up emails via integrated platforms



Business Impact

The platform generated significant ROI in its first year:

Metric	Before	After
Lead Conversion Rate	12%	38%

Time-to-Lead Entry	4+ hours	Instant
CRM Accuracy	Manual input	100% automated
Bounce Rate	52%	21%
Gross Revenue (Year 1)	—	\$1.5M+

By leveraging CRM intelligence and email automation tools, Easiest Systems transformed marketing operations and accelerated revenue growth—grossing over **\$1.5 million** in the first year.

Testimonial

“mediaGuild took our goals and ran with them—what we ended up with was beyond our expectations. Integrations across platforms, clean user flows, and scalable tech have helped us grow with confidence.”

— VP of Sales, Easiest Systems

What's Next

Easiest Systems plans to expand with advanced campaign analytics, multivariate testing, and deeper segmentation capabilities—all with mediaGuild’s ongoing guidance.