

# KEO Marketing CASE



# STUDY



**DRIVING QUALITY TRAFFIC AND B2B LEADS**



**Insight  
Selling**

EDUCATION MARKETING



**Inbound  
Marketing**

LEAD GENERATION



**Outbound  
Marketing**

ACCOUNT BASED MARKETING



**Content  
Marketing**

MOBILE • LOCAL • SOCIAL



**Marketing  
Automation**

LEAD NURTURING



*Arizona's Rising Star in the Tech Industry, OneNeck IT Services, Depends on KEO Marketing's B2B Marketing Solutions to Grow Their Business*

## The Company

Headquartered in Arizona, OneNeck is a leading hosted application management and managed hosting provider.

OneNeck is a wholly owned subsidiary of Telephone and Data Systems, Inc. [NYSE: TDS], a Fortune 500® company, Telephone and Data Systems provides wireless, local and long-distance telephone and Internet services to approximately 7 million customers in 36 states through TDS Telecommunications Corp. and U.S. Cellular® [NYSE: USM], its majority owned wireless subsidiary.

OneNeck's business philosophy is built around accountability. Their solutions and services allow customers to have a single service provider for complex and critical hosted application management, managed hosting, infrastructure services and cloud services. The resulting value and synergy easily differentiates them from a typical Application Service Provider (ASP) or hosting provider.

Although every environment they manage is unique, OneNeck provides the same consistent level of service. They have the depth and breadth of knowledge few other companies can provide.



### The Challenge

With a solid business model in place, OneNeck was poised to experience rapid growth, particularly over the coming year. Despite having a lot of good content, their website had yet to experience significant results. They needed to find a way to expand their online presence and increase their leads without breaking the bank.

“Our business model thrives on being the single point of accountability for our clients,” said Chuck Vermillion, CEO of OneNeck IT Services. “KEO Marketing provides the same level of accountability with their B2B marketing solutions, and that has led to significant results from our website.”





## The Solution

OneNeck IT Services partnered with KEO Marketing to provide B2B marketing solutions that would deliver the highest number of qualified B2B sales leads at optimal cost. KEO offered OneNeck fully integrated inbound marketing services that included SearchEngine Optimization (SEO) and Pay-Per-Click (PPC) Management.

With these services, KEO Marketing delivers a fast and cost-effective solution for driving more qualified visitors to a website and capturing information through lead generation forms and live chat which are tracked.

### Search Engine Optimization

Search engine optimization is the process of improving a website's visibility via "natural" or "organic" search results. Search engines such as Google and Bing have developed algorithms to determine how websites should rank for user keyword queries. Through proven online marketing strategy and SEO best practices, KEO Marketing ensures that clients rank in top positions in Google, Bing and other engines for the most important keywords that drive leads.



After reviewing OneNeck's existing website, KEO Marketing determined that several improvements could be made. Developing stronger messaging and optimizing each web page for vital keyword phrases would all help to increase OneNeck's online visibility and conversions. In a highly competitive industry such as information technology, keyword selection and targeting was, and continues to be, the biggest priority in the campaign. In addition, an ongoing promotion plan was developed to ensure continued success that included publishing unique, relevant content including white papers, to drive valuable backlinks to the website.

KEO continues to monitor and improve OneNeck's search engine rankings for essential industry and business-related keyword phrases. The solution includes:

- SEO strategy
- In-depth site audit
- Competitor research
- Extensive keyword research
- Content development, including white papers
- On-page optimization
- Off-page promotion, including content marketing, local search, and link building



## **PPC Management**

PPC management involves purchasing ads on search engines platforms such as Google AdWords.

After determining the monthly budget for the campaign, which included a target CPL, or “Cost Per Lead,” KEO Marketing devised a plan to extend OneNeck’s reach. The vast majority of web traffic is directed by search engines like Google, so KEO focused efforts on driving traffic from that source.

OneNeck’s PPC campaign is continuously managed and monitored by KEO Marketing’s team of Google Adwords Certified experts. The solution also included:

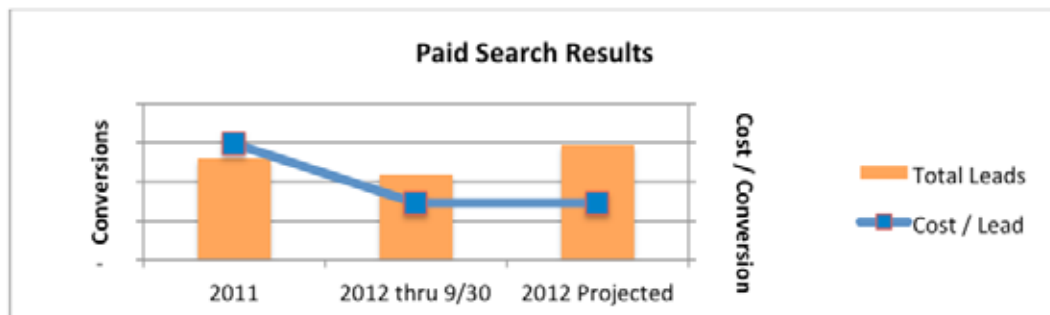
- PPC strategy
- Competitor research
- Extensive keyword research
- PPC Campaign setup
- Ad copy development
- Landing page deployment and testing
- Quality score and performance audits
- Bid management and optimization
- Analytics



## The Results

OneNeck continues to experience measurable results. For example:

- **Increased Leads:** PPC campaign management and optimization has led to improved results on the most important campaigns, with a 10% increase in leads while lowering the cost / lead 10% at the same time.

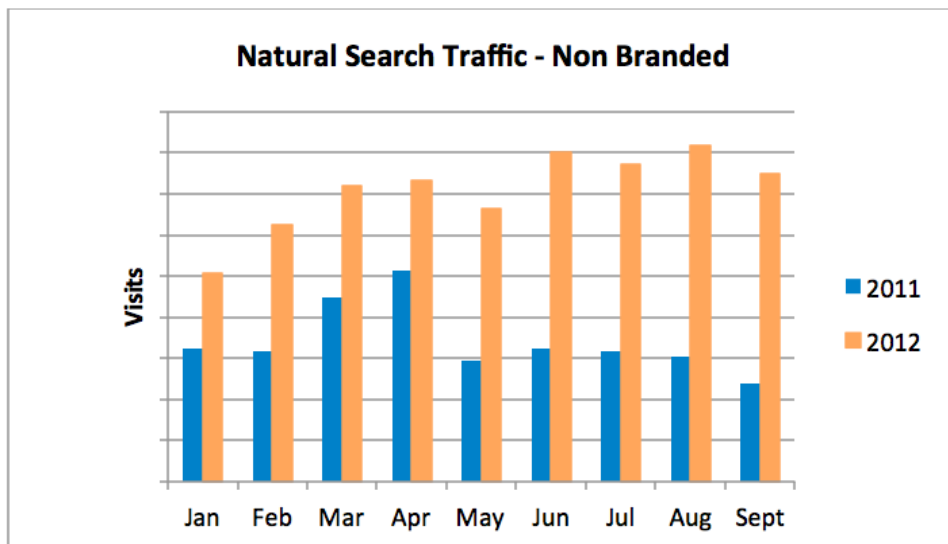


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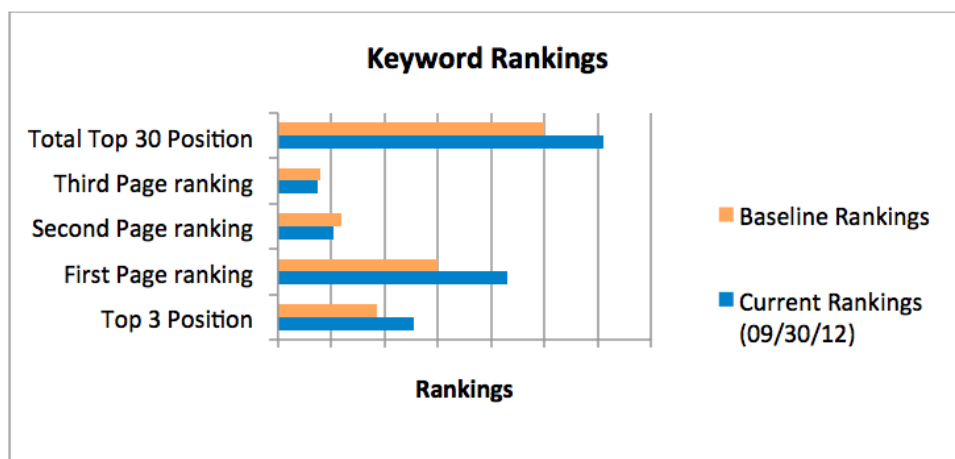


## The Results (continued)

- **More Traffic:** Due to improved rankings on target keywords, Non-Branded Natural Search traffic is up 107% year-over-year through September.



- **Higher Rankings:** Target keyword rankings have increased during the year, with 38% increase in Top 3 position rankings and 43% increase in 1st page rankings from baseline. Rankings are for the most important target keywords across both Google and Bing.







## ABOUT KEO MARKETING

KEO Marketing, a leading business to business (B2B) digital marketing agency in Phoenix, develops and executes innovative marketing strategies and plans that help clients succeed online. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

Led by a team of marketing experts, KEO Marketing specializes in B2B, online and inbound marketing strategies that deliver results. Some of these solutions include search engine marketing and optimization, online advertising, social media, mobile marketing, local marketing and more.

For more information or to request a complimentary marketing audit, please visit us online at [keomarketing.com](http://keomarketing.com)



# KEOMarketing

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