

# KEO Marketing

# CASE



# STUDY



Expanding Brand and Qualified Sales Leads at Optimal Cost



SEARCH



MARKETING



SOCIAL



MOBILE



ADVERTISING



## Leading Global Colocation Provider CyrusOne Inc, Relies on KEO Marketing's Business to Business Inbound Marketing Solutions to Boost Sales Performance

### The Company

CyrusOne (NASDAQ: CONE) specializes in highly reliable enterprise-class, carrier-neutral data center properties. The company provides mission-critical data center facilities that protect and ensure the continued operation of IT infrastructure for more than 500 customers, including nine of the Fortune 20 and more than 140 of the Fortune 1000 companies.

CyrusOne's data center offerings provide the flexibility, reliability, and security that enterprise customers require and are delivered through a tailored, customer service-focused platform designed to foster long-term relationships. CyrusOne is committed to full transparency in communication, management, and service delivery throughout its 24 data centers worldwide.

### The Challenge

CyrusOne was in a rapid growth phase and needed to significantly expand its brand visibility for a coming initial public offering and generate a large increase in number and quality of leads to fill a sales pipeline to support several new data centers around the US and Europe.

Despite having clear messaging, a unique product offering and company culture, and a powerful competitive edge, CyrusOne's online marketing and online lead generation results were not growing at the same pace as the company. CyrusOne faced a tough reality: they needed to very quickly position the company for a successful IPO and scale the inbound marketing program at a reasonable cost.

"We build some of the largest and most innovative, purpose-built, multi-tenant data centers that the industry has seen." said Scott Brueggeman, Chief Marketing Officer for CyrusOne. "We needed to find new ways to take our message and our solutions to market and let prospective customers know that our enterprise data centers are the choice for firms outsourcing their critical IT infrastructure services. We needed to do that quickly and do it in a cost effective way."



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### The Solution

CyrusOne partnered with KEO Marketing to provide business to business (B2B) inbound marketing solutions that would deliver the most number of qualified sales leads at a profitable cost. KEO Marketing offered CyrusOne fully integrated services that included Lead Nurturing, Search Engine Optimization (SEO), Pay-Per-Click (PPC) and Display Advertising Management and Web Development and Design.

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, live chat and phone calls, all of which can be tracked.

#### Lead Nurturing

Lead nurturing is the process of building relationships with prospective and existing customers by initiating and maintaining consistent communication until they are ready to buy. It's critical to build a process that helps to move qualified prospects that are not yet sales-ready, regardless of budget, authority or timing through the sales pipeline.

KEO Marketing implemented several segmented lead nurturing campaigns that targeted key decision makers across the Fortune 1000. Strong thought-leadership content, including white papers, executive reports and case studies were developed and sent via email to entice prospects to visit a landing page on the CyrusOne website. The landing page offered key benefits for downloading the content, which could be achieved by completing a lead generation form.

The results of the campaign included an increase in web traffic, as well as an increase in leads. The complete solution included:

- Lead nurturing strategy
- Email marketing strategy
- List management
- Content development
- Landing page development
- Strategic targeting for specific markets/channels
- Tracking, analytics and reporting

#### 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 CyrusOne's existing website, KEO Marketing determined that several improvements could be made. Developing stronger messaging, more prominent calls to action and optimizing each web page for vital keyword phrases would all help to increase CyrusOne's online visibility and conversions. In addition, an ongoing promotion plan was developed to ensure continued success that included publishing unique, relevant content to drive valuable backlinks to the website.



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

- SEO strategy
- In-depth site audit
- Competitor research
- Extensive keyword research
- Content development
- On-page optimization
- Geo-targeting for specific markets
- Off-page promotion, including content marketing, local search, social media and link building

### PPC and Display Advertising Management

PPC and display advertising management involves purchasing ads on search engines and content publishers such as Google AdWords, Microsoft's adCenter, DataCenterKnowledge and CIO.com.

After determining the monthly budget for the campaign, which included a target CPL, or "Cost Per Lead," KEO Marketing developed a plan to extend CyrusOne's reach. The vast majority of web traffic is directed by search engines like Google and Bing, so KEO Marketing focused efforts on driving traffic from those two sources. Over time, and as the monthly budget expanded, other search engines were targeted.

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

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



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### Web Design & Development

Through web design and development, KEO Marketing improves site usability and implements strong calls to action that engage visitors.

KEO Marketing recommended a modified website redesign in order to increase conversions and implement best practices for demand generation. While the previous website was reasonably well-designed, it was not producing the visitor to lead conversions that was expected, and it was not optimized for the top keywords that would drive leads and could not easily be found in the search engines.

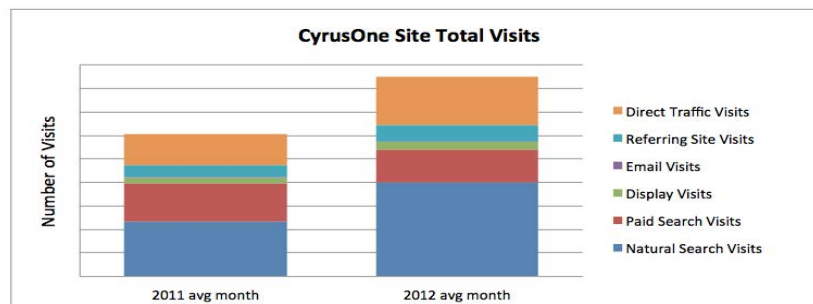
CyrusOne's website was redesigned and is continually maintained by KEO Marketing's team of website design and technical experts. The solution also included:

- Website design and development
- Creative development
- Website usability
- Competitor research
- Site structure review and SEO platform optimization
- Call to action improvement
- Live Chat and call tracking implementation
- Google Analytics, Google Webmaster and Bing Webmaster code implementation and monitoring
- HTML user sitemap and search engine XML sitemap development and submission

## The Results

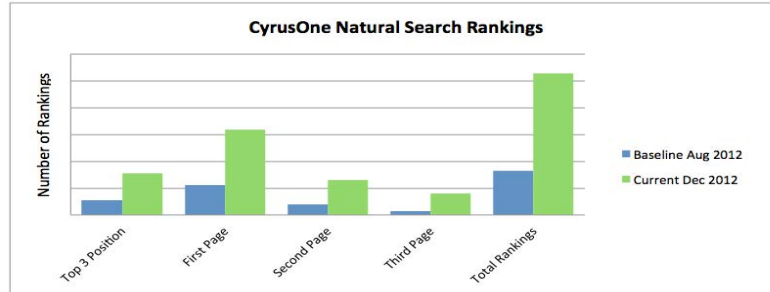
One year later, CyrusOne continued to experience measurable results. For example:

- **Increased Traffic:** Through an integrated online marketing campaign, 2012 vs 2011 website traffic grew on average each month by 44%

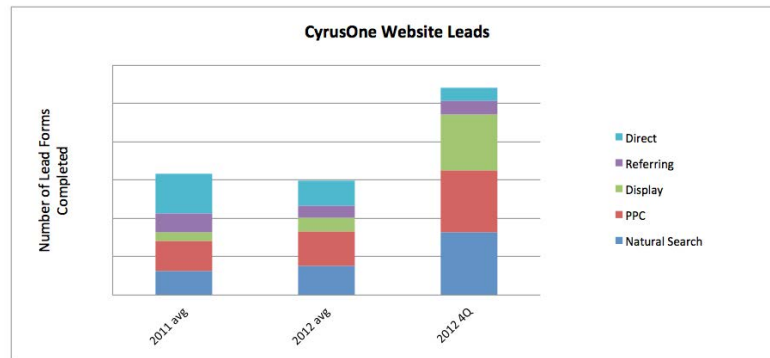


## The Results (continued)

- Increased Natural Search Visibility and Rankings:** Natural Search grew 71% on average month over month driven by highly converting, non-branded keywords. Natural Search rankings increased for target keywords by 191% for 1st page results including 182% for Top 3 positions.



- Increased Leads:** In 2012 vs 2011 web leads increased 22% from Natural Search & 16% from Paid Search. Following a partial redesign of the website with improved calls to action in Q4, overall leads increased by more than 73%, including a 163% increase from Natural Search & 107% from PPC.



- Higher Conversions with Reduced Costs:** PPC spending increased 20% in 2012 vs. 2011, however, leads increased 63% with a drop in cost per lead of 26%.

