

# KEO Marketing

# CASE

# STUDY



Boosting Reach, Engagement and Sales through Social Media



SEARCH



MARKETING



SOCIAL



MOBILE



ADVERTISING



## Online Retailer ePestSolutions.com Employs KEO Marketing's Social Media Solutions to Dramatically Increase Revenue Generated through Facebook

### The Company

ePestSolutions Inc (ePestSolutions.com), an e-commerce company headquartered in Humble, TX, offers a full line of professional pest control supplies and termite products for the Do-It-Yourself homeowner and pest control agent.

ePestSolutions.com has a full line of natural, organic and eco-friendly products in different formulations that can be used to treat almost any pest. All organic pest control products are EPA registered, and many are National Organic Program (NOP) compliant.

Their products include mosquito and roach killer, ant bait, and bait for eradicating fleas, termites and flies. ePestSolutions makes the same products professional pest control technicians use available to the general public at a fraction of the cost.

### The Challenge

Selling pest control products online is an extremely competitive business and ePestSolutions needed to find a way to bring in more qualified traffic that translated into more sales. Ranking for top industry keywords and providing a great user experience to visitors was of the utmost importance.

There are literally hundreds of websites that sell DIY pest control products, which made it difficult for ePestSolutions to attract new visitors. With tight profit margins and a limited budget, ePestSolutions faced a great challenge in marketing their business online.

"We're very passionate about our business," said Monica Bird, Entomologist and co-founder of ePestSolutions. "It's our goal to make the pest control process for homeowners as inexpensive and simple as possible. We needed to find a cost-effective way to get consumers to our website, let them know that we care about their pest control issues and provide easy to find, easy to purchase solutions."



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### The Solution

ePestSolutions.com partnered with KEO Marketing to provide an online marketing solution that would drive more traffic and convert more visitors into buyers. A critical part of that overall online marketing strategy was social engagement – engaging ePestSolutions.com’s customers and prospects in social communities online, bolster overall marketing, increase brand awareness, drive new sales and retain customers.

To do that, KEO Marketing delivered a Facebook campaign with the goal of increasing ePestSolutions.com’s Facebook community (likes, friends of friends, impressions) and engagement (shares, comments). As a part of the campaign, which was 100% organic (no paid ads or sponsored stories), KEO Marketing’s application developers implemented a number of innovative apps to dramatically boost reach and engagement on Facebook, including:

- **Ask an ePest Specialist** – an app that allows Facebook visitors to engage directly with ePestSolutions.com
- **Share ePest Solutions** – a viral wave app that allows ePestSolutions.com customers to share their ePest solution with friends
- **Facebook Store** - which allows ePestSolutions.com to sell its products directly from Facebook
- **ePest Solutions Video Channel** – an app that connects Facebook visitors to ePestSolutions.com’s YouTube video channel
- **Exclusive Offer** – this app makes a promotional offer available only to fans of the ePestSolutions.com Facebook page

KEO Marketing also used ePestSolutions.com’s Facebook page as a medium to distribute frequent blog posts about DIY pest control products and techniques, giving value to the page and educating ePestSolutions.com’s followers on topics they were interested in.





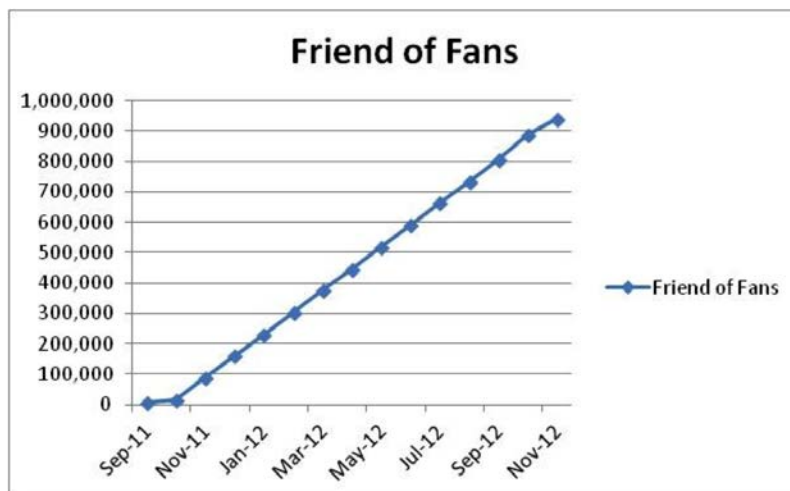
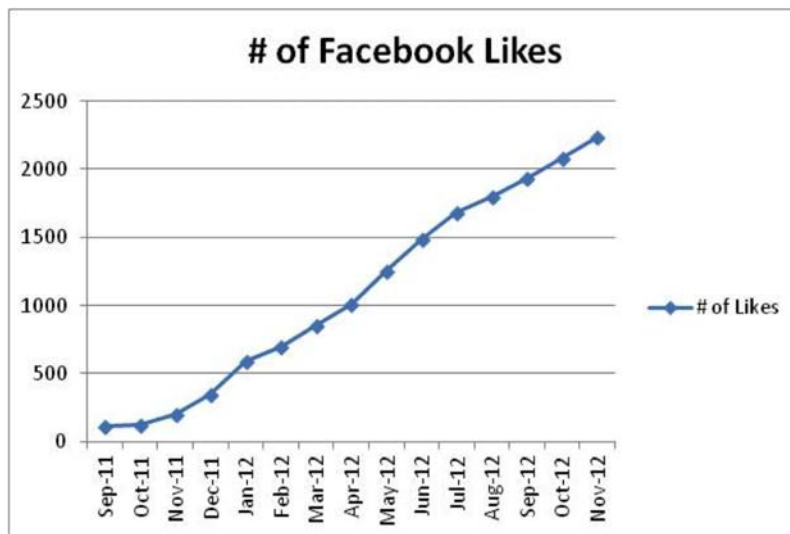
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### The Results

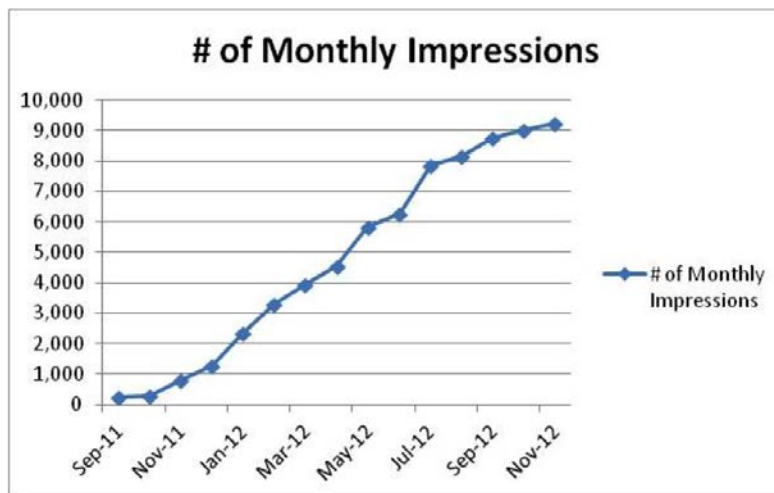
KEO Marketing leveraged the power of custom Facebook apps to encourage visitors to engage with ePestSolutions.com's Facebook page and receive exclusive offers, video downloads and one-on-one customer support. Through these apps, Facebook visitors became loyal fans of ePestSolutions.com and contributed to the company's overall e-commerce growth.

#### Reach

- Fans increased 1,728%
- Friends of Fans views increased 14,147%
- Number of monthly impressions increased 3,585%



## The Results (continued)



### Engagement

- Visits to ePestSolutions.com website via social referral increased 1,813%
- 46% of ePestSolutions.com Facebook fans engaged with one or more custom apps (Facebook Store, Ask an ePest Specialist, Exclusive Offer, etc.)

### Sales

- The number of conversations from social media lead to customer increased 350%
- Revenue from those social media conversions increased 465%

In addition to the benefits of significant increases in reach, engagement, and sales, KEO Marketing's Facebook campaign for ePestSolutions.com yielded a number of additional benefits as well:

- Reduced customer service cost as customers could ask a question on the Facebook page
- Reduced new customer acquisition cost because of the viral nature of Facebook. Social customers tend to be repeat customers and bring referral business

These tremendous results in the number of Facebook fans and likes as well as in the number of sales and amount of revenue came from purely organic growth generated by the efforts of KEO Marketing.

There were no paid ads or sponsored stories driving this growth, just innovative apps and KEO Marketing's proven social media strategies.



## 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 [www.keomarketing.com](http://www.keomarketing.com)

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