

KEOMarketing

CASE

National
Construction Supplier

STUDY



Creating a Search Marketing Program to Reach
Prospective Customers



SEARCH - MARKETING - SOCIAL - MOBILE - ADVERTISING



A nationwide supplier of construction equipment and parts relies on KEO Marketing's search marketing solutions to drive more online business.

Highlights

Working with KEO Marketing since 2013, this company experienced significant improvements in its search digital marketing program:

- Double-digit percentage growth annually in natural search visits
- 17% increase in website-driven phone calls
- Double-digit growth in both transactions and revenue
- An estimated 50X return on investment

The Company

Founded over 20 years ago, this construction equipment and parts supplier has several offices in the U.S., world-class technical support staff and supports a network of independent reps and authorized sub-distributors.

Regardless of a customer's U.S. location, this full service company can troubleshoot equipment, recommend solutions, fulfill parts orders with its substantial inventory, and get customer equipment up and running faster than any other company in the country.

They help customers maintain equipment operation by recommending preventive maintenance programs and employs industry recognized trainers to assist customers whenever needed.



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The Challenge

Due to a drop in top search engine rankings, they reached out to KEO Marketing in 2013 for a solution. As part of that solution, KEO Marketing launched a robust search marketing program along with a robust SEO and content marketing program to drive more traffic to the website.

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Our e-commerce website housed hundreds of pages with little to no copy, or manufacturer-provided copy that wasn't unique,” said the company owner, “This absence of compelling, distinctive content negatively impacted our search engine rankings. We also lacked other tools to increase website traffic and ultimately boost revenue. For example, we didn't yet have a blog, online resource section, social media presence, paid advertising program or mobile-friendly website. We needed a proven expert to help us develop a transformational search marketing program.

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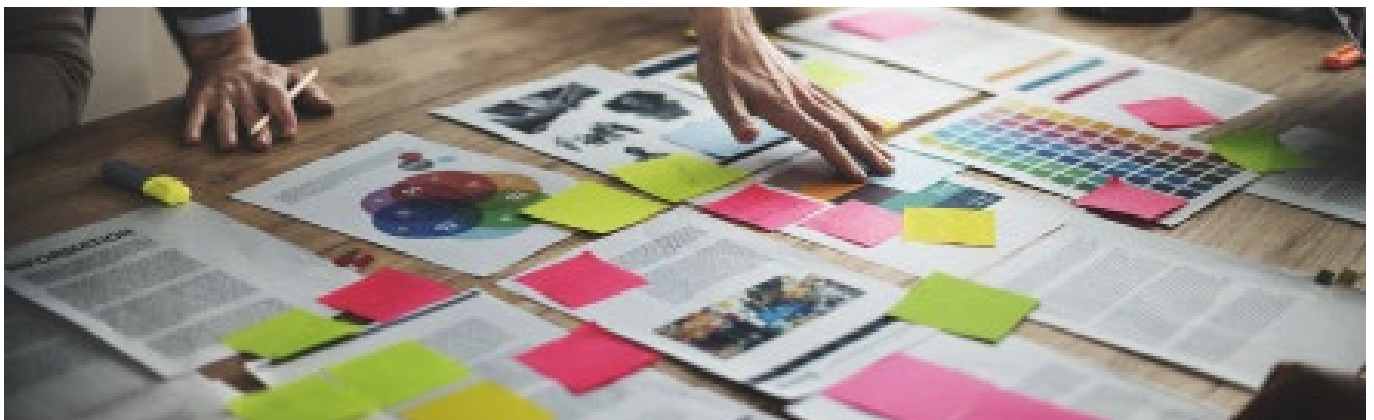
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Strategy

Implement a Comprehensive Search Marketing Program

The construction equipment and parts supplier engaged KEO Marketing to develop and implement a successful search strategy to deliver consistently high search rankings, increase website traffic and qualified leads to more revenue-producing contacts.

To accomplish these goals, KEO Marketing's custom program included search engine optimization (SEO), search engine marketing (SEM), web development and design and social media management. KEO Marketing's program was designed to gain traction with search visitors looking for products and services through search engines and drive more qualified traffic to the Intech website.





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Solutions

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 clients rank in top positions in Google, Bing and other engines for the most important keywords that drive leads.



After analyzing the existing website, KEO Marketing determined the following improvements were required: conducting more in-depth market and keyword research, optimizing hundreds of website pages with new content, creating a blog and resource section along with



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ongoing content, creating a monthly public relations program, building and cleansing links, adding social media and paid advertising, and developing a mobile-responsive website.

KEO Marketing continues to manage their search engine rankings for essential industry, business-related and geo-targeted keyword phrases.

The solution includes:

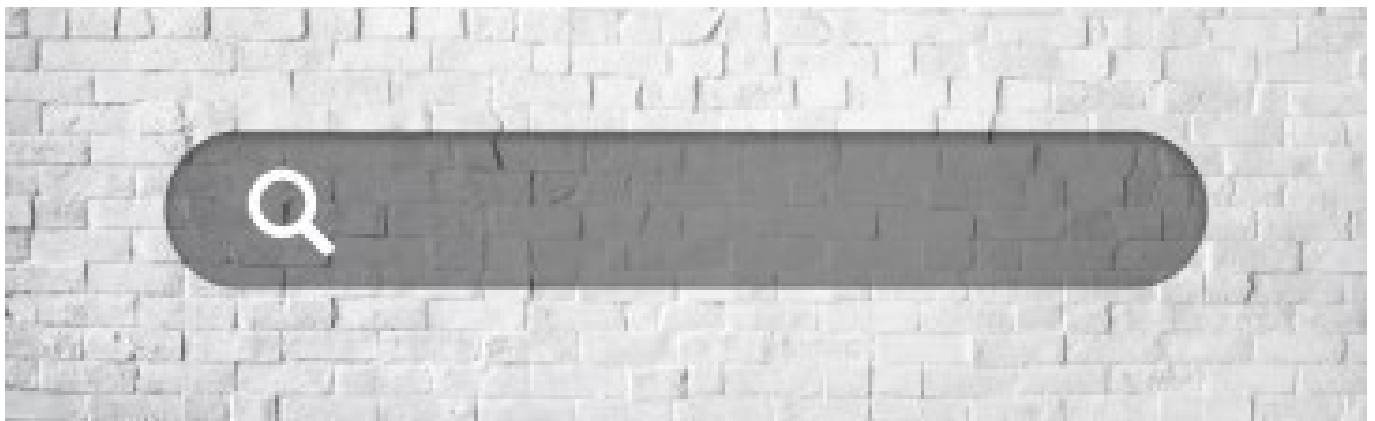
- SEO strategy
- In-depth site audit
- Competitor research
- Extensive keyword research
- Content development, including articles, blogs, press releases and social media
- On-page optimization
- Geo-targeting for specific markets
- Off-page promotion, including content marketing, local search social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



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Search Engine Marketing

Search engine marketing (SEM), often referred to as pay-per-click marketing, helps increase visibility and drive highly-targeted traffic to a website. Search marketing has become one of the most effective Internet marketing strategies for all types of businesses.



KEO Marketing developed a search marketing strategy that best suited their goals and budget. Specifically, KEO Marketing evaluated their target market, researched relevant keywords and search intent, and implemented an optimization and paid search advertising plan (also known as pay-per-click advertising or sponsored search advertising) to drive more high-qualified traffic to the company website.



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Web Design & Development

During 2013 and 2014, KEO Marketing created content for hundreds of pages on their e-commerce website. The program also included developing a robust and engaging blog with ongoing content of interest to visitors.

In 2015, building on the success of the program, KEO Marketing was able to lead a rebuild of the existing website into a mobile-friendly online presence. A mobile responsive website automatically changes to fit the user's device. Typically, responsive designs are aimed at widescreen desktop monitors, laptops, tablets and mobile phones. A mobile responsive website improves site usability across any device.

A new resource section was also added to provide the latest information about equipment, parts and supplies. The Resource Center helps target the 10 most important, or "diamond" keyword phrases that drive new business for the company.

In addition to improving search rankings, the new website enhancements provide greater accessibility to important information.



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Social Media Management

KEO Marketing was also enlisted to develop a social media program that would allow the company to share its message, products and services with a sizeable population of online users. An effective social media presence helps them connect with their target audience, build brand awareness and communicate its brand message. They continue to benefit from a cost-effective social media strategy.





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The Results

KEO's Marketing comprehensive search marketing program delivers ongoing measurable results:

- Double-digit percentage growth annually in natural search visits
- 17% increase in website-driven phone calls
- Double-digit growth in both transactions and revenue
- An estimated 50X return on investment

Increased Traffic

Starting in 2013, the SEO program developed by KEO Marketing has experienced double-digit percentage growth annually. This growth rate is expected to continue into 2016 and projected to end the year with a 14% increase in visits year over year.





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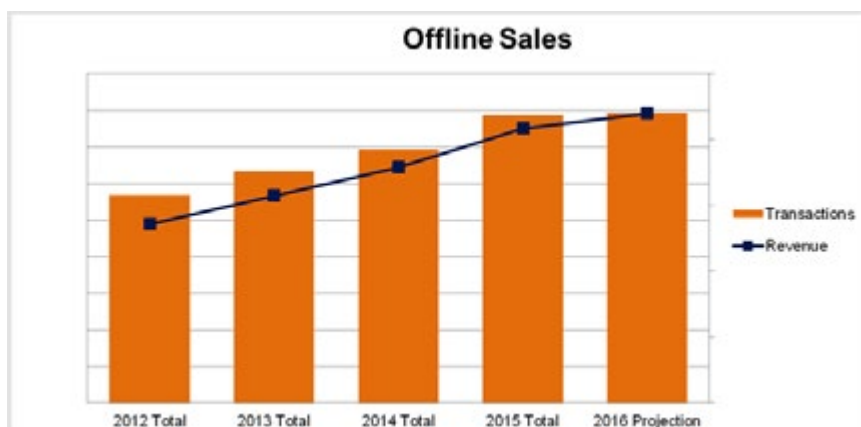
Increased Leads

Driving phone calls from the website is a key component of driving revenue. From 2014 to 2015, calls increased 17%. Call numbers in the first half of 2016 are strong. Projected 2016 total is a 7% increase from 2014.



Increased Offline Sales Levels

Since 2012, they have experienced double-digit percentage annual growth in both transactions and revenue. After adding a paid search strategy in 2015, the growth rates climbed higher, resulting in an estimated 50X return on investment. The first half of 2016 outperformed the first half of 2015 with a 10% increase in transactions and 17% increase in revenue.

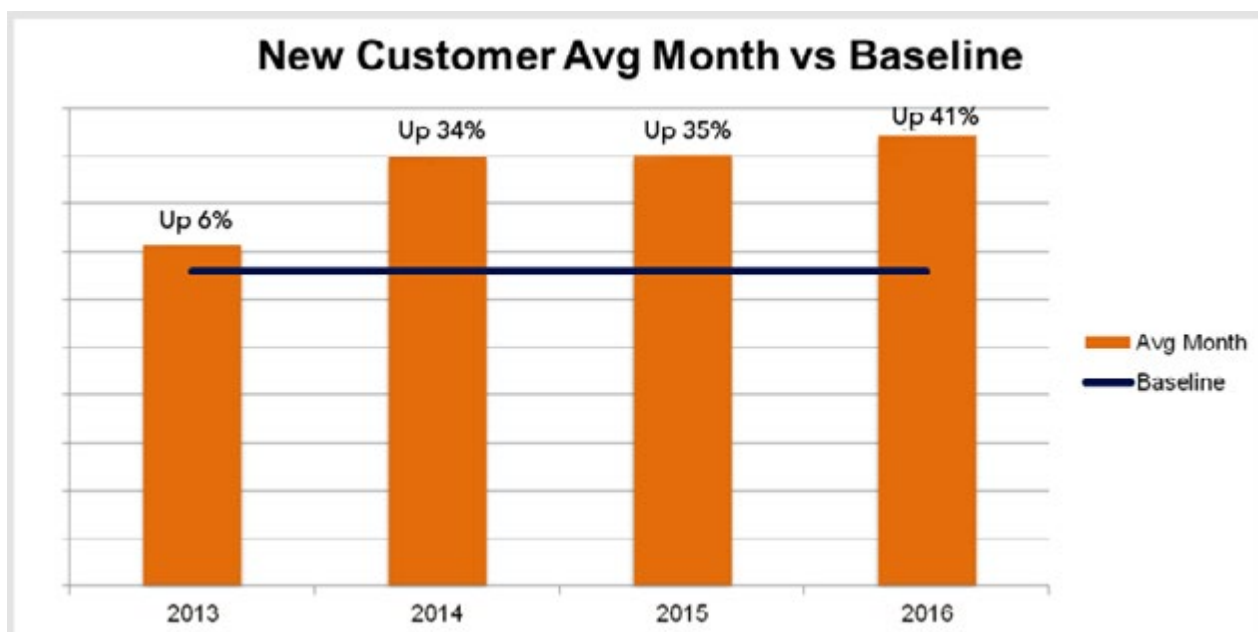




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Growth in New Customers

Since KEO Marketing launched the search marketing program in 2013, they have seen a consistently increasing number of new customers each month.





About KEO Marketing

KEO Marketing is a leading business-to-business (B2B) digital marketing agency in Phoenix. The marketing agency develops and executes successful 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 experienced marketing experts, KEO Marketing specializes in B2B marketing strategies that deliver results. Some of these solutions include website design, search engine marketing and optimization, online advertising, social media, mobile marketing, local marketing and more.

For more information and to request a complimentary marketing audit visit keomarketing.com

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