

KEO Marketing CASE



STUDY



ONLINE B2B MARKETING AND LEAD GENERATION TACTICS INCREASE SALES



Insight
Selling

EDUCATION MARKETING



Inbound
Marketing

LEAD GENERATION



Outbound
Marketing

ACCOUNT BASED MARKETING



Content
Marketing

MOBILE • LOCAL • SOCIAL



Marketing
Automation

LEAD NURTURING



MES Hybrid Document Systems Depends on KEO Marketing's Online B2B Marketing Solutions to Increase Sales

The Company

MES Hybrid Document Systems has been successfully supplying and supporting document management solutions in public and private organizations across Canada since 1971.

Offering a one-stop shop for everything from consulting, conversion services, hardware solutions and electronic/analogue document management systems. Their mission is to be the preferred supplier of ECM (Enterprise Content Management) and ERM (Enterprise Records Management) solutions to organizations looking to achieve the regulatory, productivity and sustainability benefits associated with such systems.

MES Hybrid Document Systems brings clients Peace Of Mind, Not Pieces Of Paper.



The Challenge

MES Hybrid Document Systems needed to increase their exposure to businesses in and around Ontario, Canada. Inbound marketing, including search engine optimization (SEO) seemed like a natural method for this task, though it was something they had not looked at with any level of seriousness in the past. With limited resources and budget constraints, MES looked to outsource their needs to a firm that understood business to business (B2B) marketing and their overall business.

“We provide technologically advanced solutions to a variety of departments, businesses and industries,” said MES Vice President, Kevin D’Arcy. “It was important for us to update our website so we could be found for relevant keyword phrases in and around Ontario. Plus, we needed new web content that could convey the benefits of the customized solutions we provide to each of our vertical markets.”



The Solution

MES partnered with KEO Marketing to provide B2B Marketing solutions that would deliver more traffic, more content and more qualified leads. Based on the limited budget, KEO proposed a 3-phased plan of attack:

1. SEO for high-priority pages
2. Creation of new vertical market content
3. Full website redesign that included prominent calls to action.

With this plan, KEO delivered a cost-effective solution for getting more qualified visitors to their website, engaging the visitors and capturing their information through prominent calls to action and lead generation forms.

Search Engine Optimization

Search engine optimization (SEO) 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 search engines for the most important keywords that drive leads.

After reviewing MES's existing website, KEO Marketing determined that several improvements could be made. Developing messaging to target their vertical markets, implementing prominent calls to action and optimizing each page for vital keyword phrases would all help to increase online visibility and generate new leads. 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.



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

- SEO strategy
- Competitor research
- In-depth site audit
- 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

Web Design & Development

Through web design and development, KEO Marketing can improve site usability and implement strong calls to action that engage visitors.

KEO Marketing recommended a complete website redesign in order to increase conversions and implement best practices for SEO. The goal of the redesign was to improve the overall look and feel of the site with updated imagery and navigation, along with implementing prominent calls to action targeting each stage of the buying cycle, and adding a section dedicated to highly sought-after vertical markets.



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

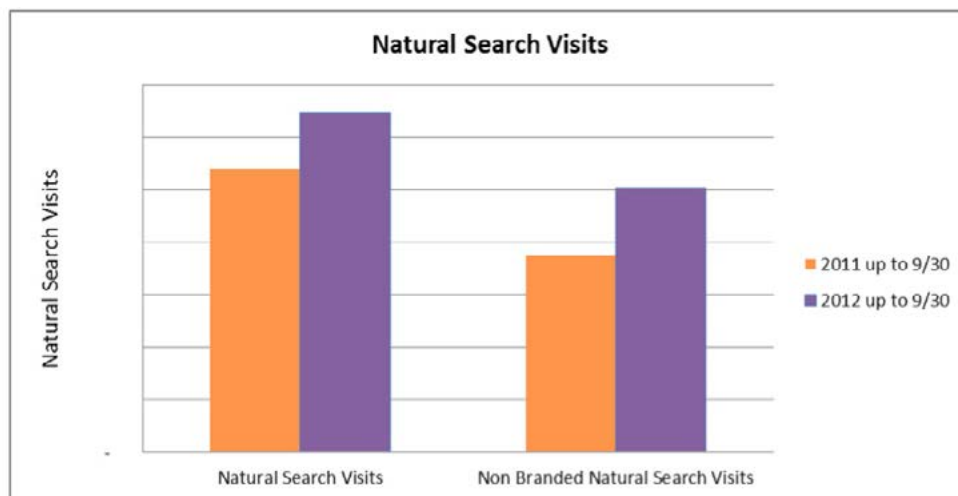
- Website design and development
- Creative development
- Website usability
- Competitor research
- Site structure review and platform optimization
- Call to action implementation and improvement
- Forms creation and testing
- Google Analytics, Google Webmaster and Bing Webmaster code implementation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



The Results

Since the first phase of the SEO campaign was initiated in November 2010, MES has continued to experience measurable results. For example:

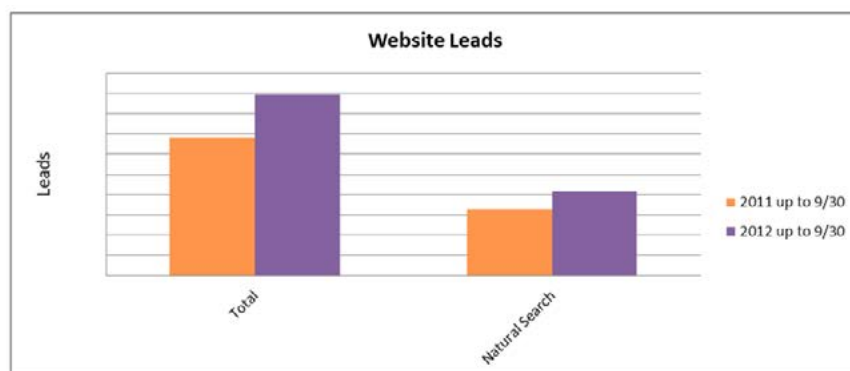
- More Traffic: the SEO campaign produced a 20% increase in year-over-year natural search visits, with non-branded natural search traffic driving the growth (a 34% increase).



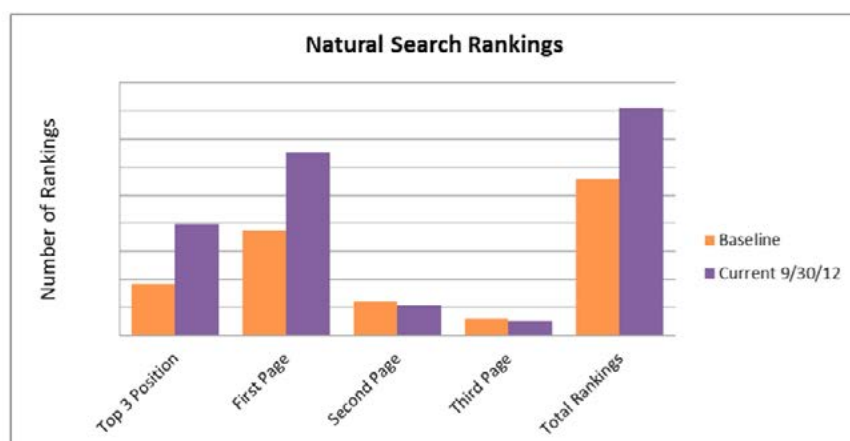


The Results (continued)

- **More Leads:** Initial analysis showed the online lead generation for MES was virtually non-existent. Following the implementation of the SEO campaign, lead generation began to grow. After the website redesign that included better calls to action for site visitors, overall leads increased by 32% year-over-year, including 26% growth in leads generated from natural search visitors.



- **Higher Conversions:** The implementation of SEO across the website, coupled with ongoing promotion for target keywords, natural search rankings improved significantly by 118% in Top 3 position rankings and by 74% in 1st page rankings.





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



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