

KEO Marketing CASE



STUDY



**DELIVERING ONLINE TRAFFIC
AND ONLINE LEADS**



**Insight
Selling**

EDUCATION MARKETING



**Inbound
Marketing**

LEAD GENERATION



**Outbound
Marketing**

ACCOUNT BASED MARKETING



**Content
Marketing**

MOBILE • LOCAL • SOCIAL



**Marketing
Automation**

LEAD NURTURING



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

The Company

American Solar (www.AmericanPV.com), headquartered in Scottsdale, AZ, is a leading design-build firm specializing in photovoltaic (solar electric) power and solar hot water systems and roofing.

The company has served over 3,500 customers and has installed over 19 megawatts of photovoltaic power in the State of Arizona. Additionally, American Solar is partnered with several homebuilders, across multiple communities, who can attest to the importance of offering renewable technologies to gain a competitive advantage.

American Solar's expertise in the industry assures a homebuilder that they are offering the optimal solar solutions to their customers.



The Challenge

With a solid business model in place, American Solar KEO Marketing Inc was poised to experience rapid growth, particularly over the coming year. Despite having a lot of traffic to their website, they had yet to experience significant results.

American Solar faced a tough reality: growth doesn't come easily. They needed to find a way to expand their online presence and increase their leads without breaking the bank.

“Despite a challenging economic environment, we were able to not only perform well during 2011, but to substantially increase our sales levels,” said Sean Seitz, President of American Solar. “Thanks to our relationship with KEO and our own dedicated employees, who remain diligently focused on delivering the highest levels of customer service, we were able to accomplish remarkable results last year.”



The Solution

American Solar partnered with KEO Marketing to provide online marketing solutions that would deliver the highest number of qualified sales leads at a profitable cost. KEO offered American Solar fully integrated services that included Search Engine Optimization (SEO), Pay-Per-Click (PPC) Management, and Web Development and Design.

With these services, KEO 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.

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 American Solar's existing website, KEO 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 American Solar's online visibility and conversions. 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 American Solar’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 Management

PPC management involves purchasing ads on search engines platforms such as Google AdWords and Microsoft’s adCenter.

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



American Solar's PPC campaign is continuously managed and monitored by KEO'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

Web Design & Development

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

KEO recommended a website update in order to increase conversions and implement best practices for demand generation. While the previous website was reasonably well-designed, it did not express the brand in as professional a way as the client needed and was not optimized for the top keywords that would drive leads and could not easily be found in the search engines.

American Solar's website was redesigned and is continually maintained by KEO'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 improvement
- Live Chat
- Google Analytics, Google Webmaster and Bing Webmaster code implementation and monitoring
- HTML user sitemap and search engine XML sitemap development and submission



The Results

After the campaign kicked off in July 2011, American Solar continues to experience measurable results. For example:

- **Increased Leads:** Beginning with site design changes to highlight important calls-to-action in July 2011, the monthly average leads are up 85%. The development and promotion of white papers in October 2011 have since driven 34% of total web-based leads.





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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