

# Cisco-Eagle Uses Online PR to Significantly Build Brand Awareness for its Website

Long-term strategy to acquire high quality links through third party bylines improves lead quality and traffic from organic search

## The Challenge

Through focus, hard work, and “some luck,” Cisco-Eagle, a turnkey provider of automated material handling systems, had built a respectable lead generation machine with its website and organic search – and these efforts had translated into millions of dollars in sales.

But, to get to the next level, the in-house marketing team knew it needed to implement a content marketing / link building strategy – and they wanted to do so without hiring additional people.

Thus began the search for a digital marketing agency. Cisco-Eagle initially hired an SEO agency, but that didn’t work out.

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“We knew we needed an agency that specialized in industrial B2B marketing and understood our long sales cycle,” said Scott Stone, Director of Marketing. “We especially wanted an agency smarter than we were – one that would provide us with the strategy to help us be more effective and truly compete with the larger catalogers.”

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After more research, Stone found KoMarketing in July 2013. “We could tell from their website, case studies and client list they were the company we needed,” he said. Cisco-Eagle hired KoMarketing to implement a link building and local SEO campaign. Campaign objectives included:

- Raising Cisco-Eagle’s profile in the industry through online PR
- Increasing Cisco-Eagle’s presence for its local home office
- Recommending usability and SEO enhancements to the company website

Program components included: [SEO](#) and [Online PR](#).

## Program Implementation

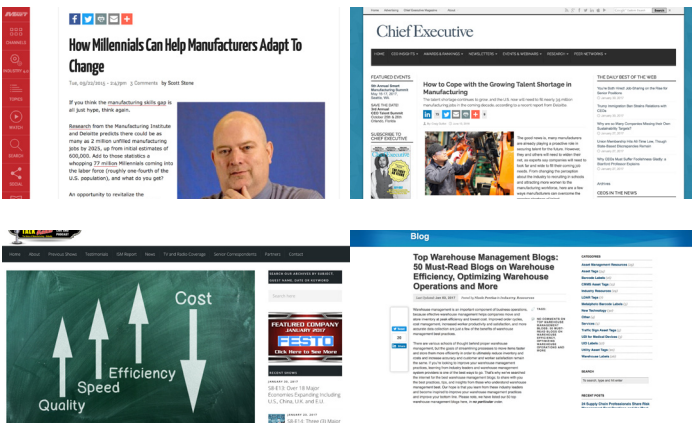
KoMarketing’s first step was to assess and research the warehouse automation industry in order to develop the backlink strategy. This assessment included looking for potential linking partners within industry blogs, trade publications, social media, and Cisco-Eagle’s manufacturing customer base.

The final list KoMarketing presented included over three dozen manufacturers and industry publications as potential linking opportunities.

Once KoMarketing had this list in hand, the account team then began implementing the strategy. Working with Cisco-Eagle, KoMarketing gave

recommendations to the Cisco-Eagle team for contacting companies on the list with “itches” or ideas for guest posts that the company would provide.

“Creating this program wasn’t easy,” said Stone. “Many manufacturers don’t do content marketing, and many don’t want to link back to a distributor. KoMarketing worked hard on this aspect of the program and found innovative ways to raise our presence in the industry; for example, they used Twitter strategically to share the content targeted companies on our list were creating. Once these companies became aware of Cisco-Eagle, they began sharing our content in return.”

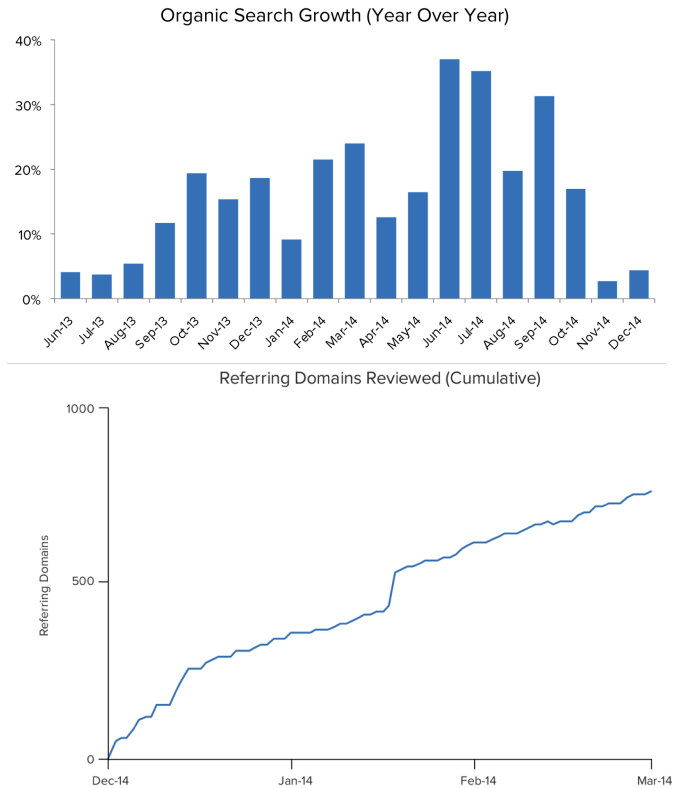


## Campaign milestones

Because content marketing is a long-term investment and has a relatively long ramp-up time (content must be created and approved, propagated through social media platforms, etc.), it can take months to realize ROI.

Cisco-Eagle began to see results from the content marketing campaign by mid 2014. Due to KoMarketing’s efforts, Cisco-Eagle realized a 19% year over year (YoY) growth, which represented the largest percentage of YoY growth in three years,

and over 180,000 more organic search referrals.



By the end of 2014, the Cisco-Eagle website had 1,500 inbound links, with 800 of these links being new domains. With KoMarketing’s direction, Cisco-Eagle had published nearly three dozen articles across industry websites and on the company blog.

## Make a great SEO program even better

Although Cisco-Eagle had a robust presence with regard to organic search, the company also wanted to enhance the presence of its regional offices in the local search results. KoMarketing worked with the team to create optimized geographical pages for the website and implement other local search tactics.

Due to its years of SEO work, the company's lead generation was also very good, but needed improvement in some areas – such as getting more leads from key content pages on the website. KoMarketing recommended improving call-to-action buttons and banners and then placing these on product category pages and other content pages.

## Results

- For the period August 2013 to 2016, over 12,813 quality links were created across 1,337 websites.
- For the same period, organic traffic grew 26%. “While we always grew our traffic before partnering with KoMarketing, the growth in organic has been sharper since their involvement,” said Stone.
- Local search presence was improved through the creation of quality, geographic-focused site pages that continue to drive traffic and leads.

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“KoMarketing is smart, innovative and responsive. They understand the complex B2B sales cycle and how to use digital marketing strategies to increase sales,” summed up Stone. “While increasing organic traffic and links were the primary objectives of our campaign, the real proof is that KoMarketing helped us improve the quality and quantity of leads.”

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