

# 300% Increase in Monthly Organic Traffic due to SEO-Driven Content Marketing Program

Strategic content marketing, including a new blog, drives brand awareness and more importantly, lead conversion, for an industry-niche software platform.

## The Challenge

A mid-sized company wanted to grow awareness for its industry-niche software platform. The challenge the company faced was competing with an industry giant, plus other companies, in a highly competitive space.

The company's head of marketing turned to KoMarketing for help in 2015 for support building and executing an SEO-driven content marketing strategy.

The long-term goal was to drive brand awareness through search and link building, improve traffic to the website, and ultimately, increase high-value leads for the company.

Program components consisted of [SEO](#), [Content Marketing](#), and [Online PR](#).

## Program Implementation

Over 1,000 organizations use the company's software, which provides a single view of customers to support smarter acquisition and retention growth strategies.

"When we first started working with KoMarketing, they asked a lot of thoughtful questions to truly understand our business, as well as our marketing

---

"Every year, I have to defend my marketing budget. Demonstrating the impact of our investment with KoMarketing is easy due to the great results! It's an obvious choice to continue our partnership because they've proven over the years they're the experts. The strategic value they provide on an ongoing basis is a must-have component of our marketing."  
– VP of Marketing

---

and sales goals," says the VP of Marketing for the company. "Based on this information and our budget, they recommended a long-term SEO and content marketing strategy."

Working closely together with the company, KoMarketing identified and recommended a list of target keywords, based on search volume and relevance, to guide their SEO efforts.

## Create an SEO-driven content marketing blog

To build the foundation for the content marketing

strategy, and drive brand awareness and organic growth, KoMarketing worked with the company to create a blog from scratch. The KoMarketing team then began creating four to five blog posts a month.

The process for creating the blog content was comprehensive and thorough: Each quarter, the KoMarketing team recommended an editorial calendar that aligned to company's planned marketing activities. From there, the KoMarketing team lead a series of interviews with subject matter experts to develop each post.

Three years into the partnership, significant organic traffic for the company's targeted keywords have come from over 120 published posts.

"To create the content for the client," says Casie Gillette, KoMarketing's Senior Director of Digital Marketing, "we worked closely with them to understand their business strategies and the campaigns and projects they were driving internally. We listened to their webinars in order to 'get' their voice. We wanted the content we created to sound like them and also align with their marketing and sales goals."

## Improve SEO and lead generation

Because the company's story and offers continually evolve, KoMarketing consistently recommends and implements revisions to existing website content to improve SEO rankings and conversions.

These recommendations included repurposing blog content into ebooks, guides and case studies – all which was housed on a new Resources section of the website.

"The impact this work had on our business was

significant," says the VP. "Our team is small. Without KoMarketing overseeing the strategic big picture, as well as the dozens of day-to-day details, we'd have a hard time achieving the same results, which includes terrific rankings and a big increase in the *right* kind of traffic."

## Build brand awareness with online PR

To create inbound links and brand awareness through third-party websites, KoMarketing worked to publish over 35 bylined pieces in over 15 publications. These articles were also syndicated across industry newsletters and resource websites.

## Results

Content marketing requires long-term thinking, patience, and consistency in order to fully realize the objectives of a strategic campaign. It also requires setting goals and then tracking results.

Since program implementation in 2015, the software provider has realized the following:

- ↑ **300% increase**  
in average organic traffic
- ↑ **1,976% increase**  
in organic monthly blog traffic
- ↑ **350% increase**  
in organic lead generation
- ✓ **35+ bylined articles**  
in key industry publications



## KoMarketing delivers “must-have” strategic value

According to the VP of Marketing, KoMarketing’s value is more than simply providing a list of things to do each month or technical expertise.

“Every year, I have to defend my marketing budget. Demonstrating the impact of our investment with KoMarketing is easy due to the great results! It’s an obvious choice to continue our partnership because they’ve proven over the years they’re the experts. The strategic value they provide on an ongoing basis is a must-have component of our marketing.”

[komarketing.com](http://komarketing.com)

374 Congress Street, Ste. 507

Boston, MA 02210

877-322-2736

