

300% Increase in Organic Leads due to an SEO-Driven Content Marketing Program

A strategic SEO-driven content marketing program focused on demand generation for a marketing attribution company boosts their organic traffic and lead generation.

The Challenge

A marketing attribution and media optimization team from a mid-sized company focused on improving marketing performances for businesses - approached KoMarketing to gain an increase in leads. The team lacked **SEO** and **content marketing** approaches and had not implemented any paid demand generation strategies so far.

For this company, this meant that there was substantial room for improvement, in terms of the number of leads to be gained from search engines and SEO tactics.

In 2018, the partnership between this company and KoMarketing began. The goal of the partnership was to ensure all new content created was appropriately targeted and would subsequently lead to an increase in organic traffic and visibility. This would be an ongoing process, with the company's team striving to continuously enhance their leads even after the drastic improvements seen when working with KoMarketing.

The three main goals of the KoMarketing program were as follows:

- Improving and boosting organic website traffic
- Increasing the number of quality leads, and
- Enhancing their visibility in SERPs and search results

The essential elements of KoMarketing's program included the creation of new pages, the process of writing bylines for third-party publications, and the optimization of existing content, as well as paid demand generation – (paid advertising via LinkedIn and Google advertising in particular).

“Prior to working with KoMarketing, we were struggling to form a comprehensive marketing strategy that acquired quality leads. It was quite difficult to effectively pinpoint where to find the most relevant leads, and how exactly we were supposed to offer value to them in a way that piqued their interest... KoMarketing was eventually hired by a new CMO to bridge all of these gaps.”

— DEMAND GENERATION MANAGER

Program Implementation

From the very beginning of the collaboration, KoMarketing recognized that the company's marketing team was crucial to the program. The

partnership would require a highly strategic, collaborative approach to ensure the main goals were achieved.

After liaising and onboarding with the company's team, KoMarketing set to work building out a comprehensive strategy to increase lead quality and quantity through content optimization and strategy, organic search optimization, and paid advertising. The overall aim was to reinvigorate the company's sales funnel with a multi-channel approach.

This is what KoMarketing did:

Content Creation

KoMarketing implemented an SEO and content marketing program. This involved creating blog posts and landing pages for the company's website using highly targeted keywords in order to attract high-value, more easily convertible traffic from specific audiences.

Demand Generation Execution

Without a demand generation strategy already in place, KoMarketing built one from the ground up for the company. This involved strategic promotion of marketing assets via PPC and paid search channels such as Google Ads and LinkedIn, carefully planning campaigns to maximize ROI and keep cost-per-lead below a targeted benchmark.

Google Ads

A key aspect of the demand generation strategy was to implement highly focused Google Ads campaigns, targeting specific, high-value keywords and search terms intended to attract the attention of the company's target audiences.

They had previously struggled to pinpoint where to find the most relevant leads, so KoMarketing aided them in finding the audiences which would provide the most value.

LinkedIn Advertising

Prior to collaborating with KoMarketing, the company had been heavily reliant on social media for lead generation. KoMarketing identified LinkedIn as a specific strong point of this strategy and helped to craft a more focused social media advertising strategy centered around targeted LinkedIn ads.

Content Marketing

KoMarketing worked with the company to create an SEO-focused content strategy tailored to target audiences. This included distribution channel and promotion strategy, aiming to create the maximum possible benefit for lead quantity and quality.

SEO Optimization Across All Content Developed

Alongside planning new SEO-focused content, KoMarketing undertook a comprehensive SEO audit across all of the organization's existing content. This audit informed standardization and optimization across all of the company's content, ensuring SEO best practices were met prior to distribution.

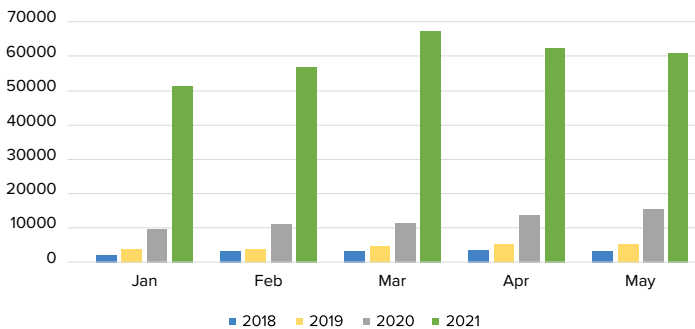
Team Training

KoMarketing provided training and consultation services to the company's team throughout the process, helping to ensure that all content was fully optimized and perfectly targeted at key audiences.

Results

With regular, perfectly optimized blog posts targeting the appropriate keywords, the company has had no trouble increasing its organic traffic. In May 2021, they brought in 52,000 organic visits - an increase of over 3000% compared to their traffic in January 2018.

Total Organic Traffic Year-over-Year from January 2018 — May 2021



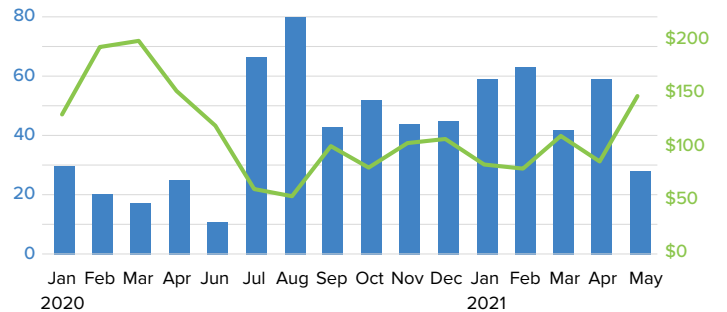
This visibility has translated into much greater lead generation, with 200 organic leads generated in May 2021 compared to just 50 in January 2018.

The keyword and SEO strategies implemented by the company have led to their website now ranking for 13,000 keywords. This is a 10,000 increase compared to rankings before the strategy was implemented. Moreover, these include critical position #1 keywords such as:

- Marketing Analytics
- Marketing ROI
- Marketing Intelligence
- Omnichannel Attribution
- Martech

All of this has come down to the collaboration between KoMarketing and this company. Not only has this collaboration delivered proven results, but it has also resulted in remarkable ROI thanks to an average CPL of just \$100 in 2021.

Leads vs CPL Data Trend



“KoMarketing is an exceptional partner; all of our content trends upwards and if they don’t currently, chances are that they will. KoMarketing brings to the table a team of digital marketing experts, who are never afraid to roll up their sleeves or change directions, which is exactly what B2B marketing requires.”

— DEMAND GENERATION MANAGER



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