

KEO Marketing CASE



STUDY



**DELIVERING QUALIFIED SALES LEADS
AT OPTIMAL COST**



**Insight
Selling**

EDUCATION MARKETING



**Inbound
Marketing**

LEAD GENERATION



**Outbound
Marketing**

ACCOUNT BASED MARKETING



**Content
Marketing**

MOBILE • LOCAL • SOCIAL



**Marketing
Automation**

LEAD NURTURING



National Data Center Services Provider, CoreLink Data Centers, Relies on KEO Marketing's Online Marketing Solutions to Boost Sales Performance

The Company

CoreLink Data Centers (www.CoreLink.com), headquartered in Chicago, IL, is a leading data center hosting and managed services provider of critical infrastructure services delivered on a “state of the art,” robust and environmentally-friendly technology platform.

By leveraging three data centers in Chicago, Phoenix and Seattle, with access to massive and diverse network connectivity, CoreLink's customers and service providers receive high quality and uniquely agile services.

CoreLink provides highly secure, environmentally controlled facilities with multiple layers of electrical and mechanical redundancy. Their carrier-neutral data center services are reliable, scalable and secure; all backed with industry-leading service level agreements (SLAs) and technical experts.



The Challenge

With a solid business model in place, CoreLink was poised to experience rapid growth, particularly over the coming year. Despite having a clear message and a unique competitive edge, their website had yet to experience significant results.

CoreLink faced a tough reality: growth does not come without a way to increase their reach, expand their online presence and get leads at optimal cost.

“Our business model revolves around providing relentless service – flexibility, expert help and transparency,” said John Duggan, vice president of sales for CoreLink. “We needed to find another way to let prospective customers know that our suite of technology services makes CoreLink the company of choice for firms outsourcing their critical IT infrastructure services, and do it in a cost effective way.”



The Solution

CoreLink partnered with KEO Marketing to provide B2B marketing and inbound marketing solutions that would deliver the highest number of qualified sales leads at a profitable cost. KEO offered CoreLink fully integrated services that included Lead Nurturing, Search Engine Optimization (SEO), Pay-Per-Click (PPC) Management, and Web Development and Design.

With these services, KEO Marketing 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

Lead nurturing is the process of building relationships with prospective and existing customers by initiating and maintaining consistent communication until they are ready to buy. It's critical to build a process that helps to move qualified prospects that are not yet sales-ready, regardless of budget, authority or timing through the sales pipeline.

KEO Marketing implemented a strategic lead nurturing campaign including a weekly email lead nurturing campaign that targeted two of CoreLink's top industry verticals across four service categories. Strong thought-leadership content, including white papers, executive reports and case studies were developed and sent via email to entice prospects to visit a landing page on the CoreLink website. The landing page offered key benefits for downloading the content, which could be achieved by completing a lead generation form.



The results of the campaign included an increase in web traffic, as well as an increase in leads. The complete solution included:

- Lead nurturing strategy
- Email marketing strategy
- List management
- Content development
- Landing page development
- Strategic targeting for specific markets/channels
- Tracking, analytics and reporting

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 CoreLink's existing website, KEO Marketing 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 CoreLink's online visibility and conversions. 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.



PPC Management

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

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

CoreLink's PPC campaign is continuously managed and monitored by KEO Marketing'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 Marketing recommended a complete website redesign 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.

CoreLink'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 and call tracking implementation
- Google Analytics, Google Webmaster and Bing Webmaster code implementation and monitoring HTML user sitemap and search engine XML sitemap development and submission



The Results

One year later, CoreLink continued to experience measurable results. For example:

- **Increased Leads:** From June 2010 to June 2011, the overall number of leads increased by 73%.



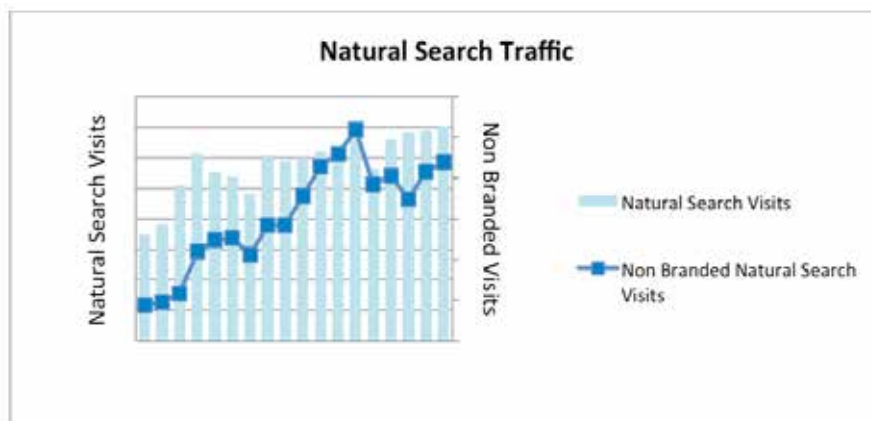
- **Reduced Costs:** During that same year period, the Cost Per Lead (CPL) was reduced by 64%, allowing CoreLink to increase their campaign budget by a staggering 183%. They also experienced a 678% increase in the number of leads they received from the PPC campaign, and a 457% increase in traffic.



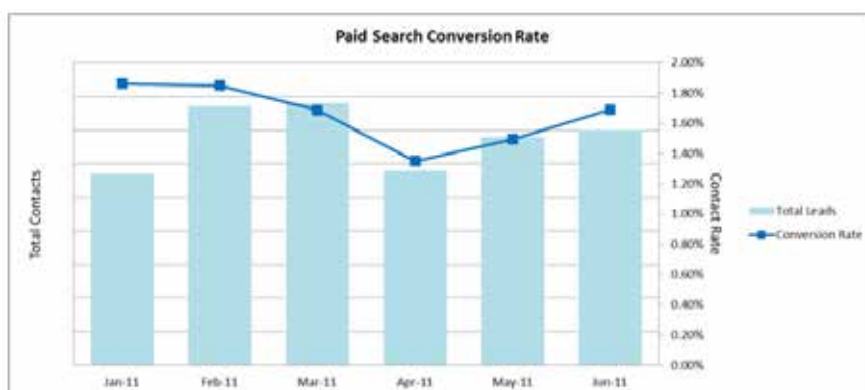


The Results (continued)

- **More Traffic:** Over the course of that time, overall traffic driven from natural search more than doubled with a 103% increase, with non-branded natural search traffic driving the growth (a 398% increase).



- **Higher Conversions:** A brief decline in conversion rates prompted landing page optimization, leading to a 25% increase in conversion rates





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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KEO Marketing, Inc. 1 W Elliot Rd, Suite 108, Tempe AZ 85284
keomarketing.com | audit@keomarketing.com | 480-413-2090