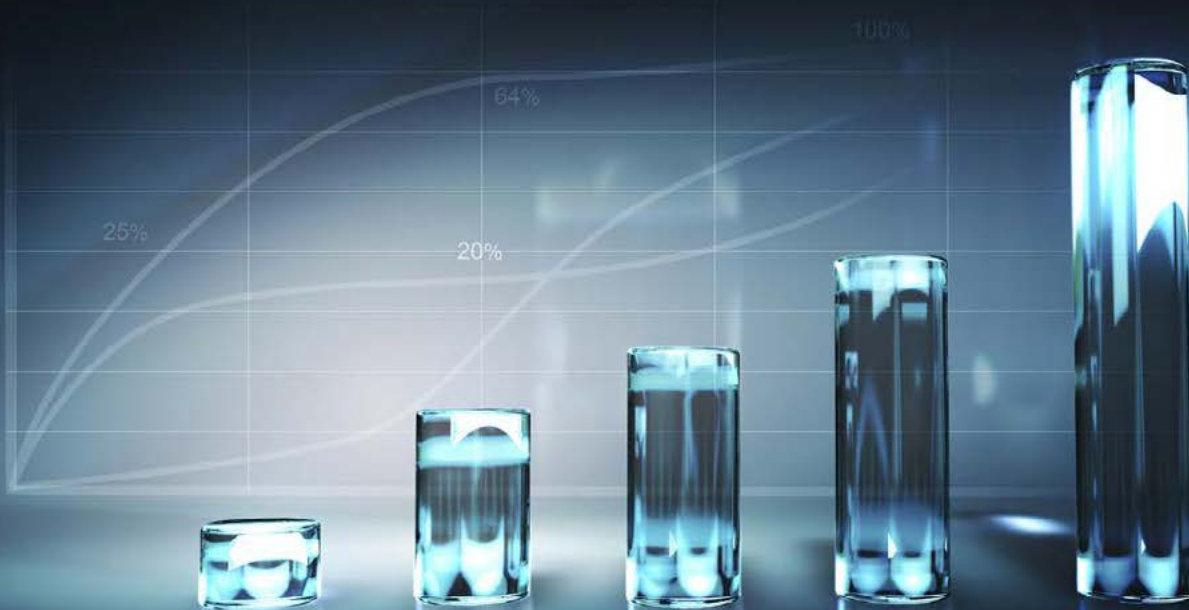


# KEO Marketing CASE

Profiles International  
imagine great people®

# STUDY



**GENERATING QUALIFIED LEADS THAT  
TRANSLATE INTO INCREASED SALES**



**Insight  
Selling**

EDUCATION MARKETING



**Inbound  
Marketing**

LEAD GENERATION



**Outbound  
Marketing**

ACCOUNT BASED MARKETING



**Content  
Marketing**

MOBILE • LOCAL • SOCIAL



**Marketing  
Automation**

LEAD NURTURING



*A leader in employee performance management solutions, Profiles International relies on KEO Marketing's Business-to-Business (B2B) Inbound Marketing Solutions to Deliver Meaningful, Measurable Results*

### The Company

Headquartered in Waco, Texas, Profiles International is a research-focused company that provides talent management solutions. The company helps organizations find the right people, shape them into a winning team and lead them to their full potential. With 20+ years of experience and more than 40,000 clients in over 120 countries, Profiles knows how people work and what motivates them. The company assists clients throughout all phases of the employee life cycle to enhance the productivity and performance of individuals, teams and organizations.

The company's data-driven solutions are built on complex behavioral science, yet they are simple for managers to administer. Profile's assessments can be used for pre-screening, job matching, onboarding, managing performance and maximizing the potential of each employee. Profiles' clients gain a competitive advantage by understanding their people at the deepest levels.

John Wiley & Sons, Inc. a global provider of knowledge-enabled solutions, acquired Profiles International in April 2014. The acquisition will provide Profiles International with greater resources to continue delivering the best assessment solutions available.



### The Challenge

Profiles International was a KEO Marketing client from 2000 to 2010. In 2010, KEO Marketing needed to make significant advances in more targeted website traffic, more qualified leads and ultimately larger sales. To improve campaign results, Profiles re-hired KEO in 2013. The new engagement needed to make significant inroads in creating more targeted website traffic, generating more qualified leads and ultimately increasing sales.

“Offering a proven, comprehensive suite of talent management solutions, we stand out from our competitors,” said Michael Wilk, VP, Marketing “However, we need to reach more business and HR professionals so they know how our solutions can help them succeed. Our goal is to accurately communicate our unique expertise and the vast amount of online talent management content we make available to prospective clients worldwide – all while staying within our established budget. We expect these efforts to translate into more qualified leads and increased sales performance.”



## The Strategy

### Implement an Integrated Marketing Plan

Profiles International selected KEO Marketing to design a business-to-business (B2B) inbound marketing program that delivers the highest number of qualified leads at the lowest possible cost.

In 2013, KEO Marketing launched a new integrated marketing program including including Web Development and Design, Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Through these services, KEO Marketing could increase the company's visibility, gain traction with search engines, drive more targeted traffic to the new Profiles' website, and generate more valuable leads that translate into increased sales.

## Solutions

### Web Design & Development

In May 2014, KEO Marketing launched the newly designed Profiles' website. The site reflects the company's desire to offer its audience a vast amount of informative and accessible content.

Along with a cleaner and more contemporary design and layout, visitors enjoy easier and more concise site navigation. Specifically, Profiles' requirements for the redesign included:

- Content categorized by key challenges, solutions and business size
- Richer integration of images and video
- Increased ability to share content and material
- A robust library of talent management content
- The latest web technology features



In addition, KEO Marketing developed the website to be fully mobile responsive. A mobile responsive website automatically changes to fit the user's device. Typically, responsive designs are aimed at widescreen desktop monitors, laptops, tablets and mobile phones. A mobile responsive website allows KEO Marketing and Profiles to improve site usability across any device, as well as implement strong calls to action that engage visitors. Profiles' website was redesigned and is continually maintained by KEO Marketing's team of website design and technical experts. The solution included:

- Mobile responsive website design and development
- Creative development
- Website usability
- Competitor research
- Site structure review and SEO 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



## 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 clients rank in top positions in Google, Bing and other engines for the most important keywords that drive leads.

After reviewing Profiles' existing website, KEO Marketing determined the following improvements were required: developing stronger messaging, creating more prominent calls to action and optimizing each web page for vital keyword phrases. Taking these measures would help increase Profiles' online visibility and conversions. In addition, KEO Marketing developed an ongoing promotion plan that included publishing unique, relevant content to drive valuable backlinks to the website.

KEO Marketing continues to monitor and improve Profiles' 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, including thought leadership white papers, webinars, videos, articles, blogs and social media
- On-page optimization
- Geo-targeting for specific markets
- Off-page promotion, including content marketing, local search, social media and link building



## **Search Engine Marketing**

Search engine marketing helps increase visibility and drive highly-targeted traffic to a website. SEM has become one of the most effective Inbound and Internet marketing strategies for businesses both large and small.

Paid advertising SEM methods incorporated into the Profiles International integrated campaign include paid search advertising (also known as pay-per-click advertising or sponsored search advertising), paid inclusion, display advertising, and other forms of online paid advertising.

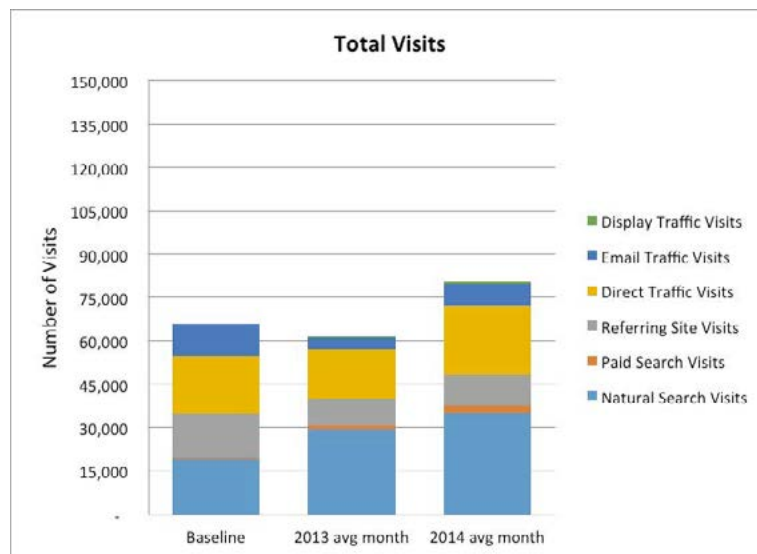
KEO Marketing worked with Profiles International to develop a search marketing strategy that best suited their goals and budget. Specifically, KEO Marketing assessed Profiles' target market, researched relevant keywords and implemented an optimization and advertising plan that drives more high-qualified traffic to the Profiles' website.



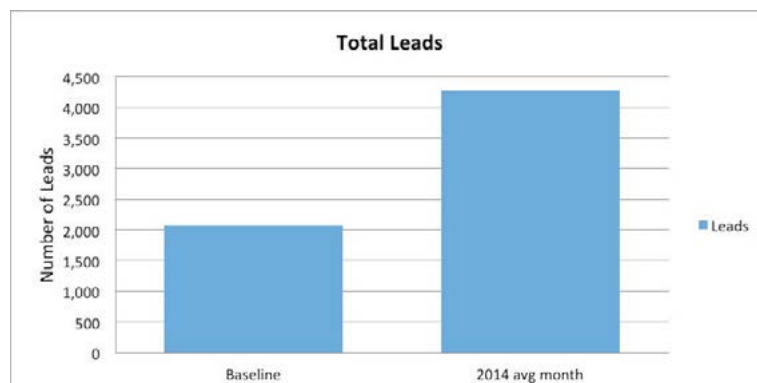
## The Results

KEO Marketing's integrated marketing campaign continues to deliver measurable results:

**Increased Traffic:** All traffic sources increased, including an 86% increase in average monthly visits from Natural Search. In 2014, average monthly traffic was up 21% from the campaign's inception.



**Increased Traffic:** Total lead contacts have more than doubled in 2014, increasing 107% from campaign inception. In addition, Paid Search campaigns have generated more than 500% more leads following KEO Marketing's full account management and optimization.



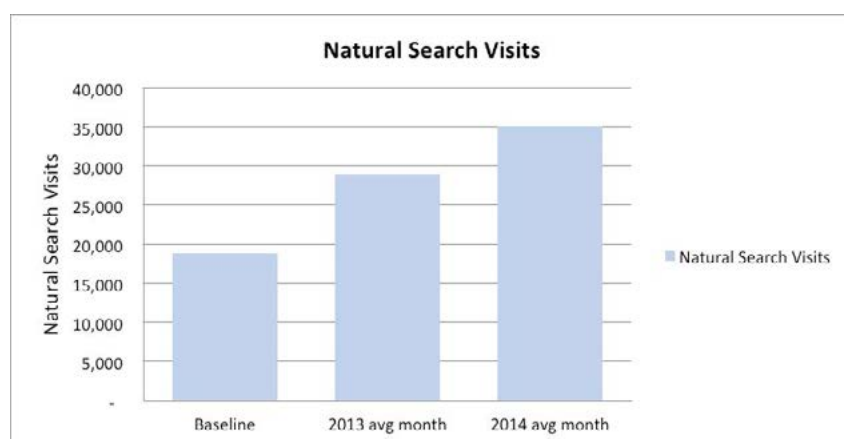




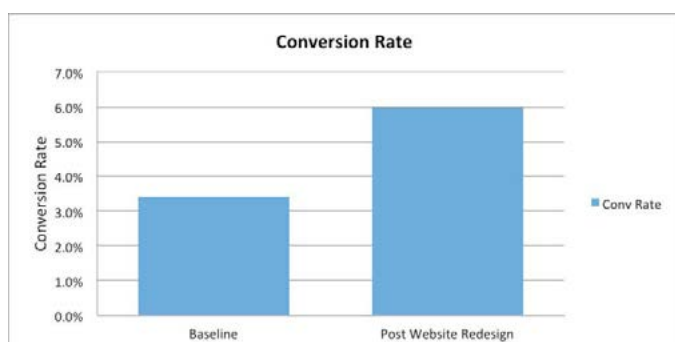
## The Results (continued)

KEO Marketing's integrated marketing campaign continues to deliver measurable results:

**Increased Natural Search Visibility and Rankings:** Natural Search traffic has increased each year and is up 86% on average each month. In 2014, Natural Search traffic increased 20% from the campaign's prior year.



**Higher Conversions with Reduced Costs:** Following the launch of a new website in April 2014, conversion rates have increased 75%. This increase can be attributed to an improved site design, more effective calls-to-action and fully mobile responsive capability. In the Paid Search campaigns, the cost per lead has decreased 58%, contributing to a higher budget and increased lead volume.





## ABOUT KEO MARKETING

### Innovative Business to Business & Inbound Marketing Solutions

Looking for significant increases in leads and sales?

KEO Marketing delivers innovative marketing solutions that achieve tangible and substantial results. Some of the world's largest brands have depended on KEO Marketing for marketing programs that drive business growth.

Specializing in business to business (B2B) marketing strategy, creative, messaging, infrastructure, execution, marketing analytics and results, KEO Marketing helps Fortune 1000 companies as well as medium sized businesses achieve and exceed their marketing and sales goals.

We start by understanding your business, your industry and your marketing plans. We build on that with research to identify how your customers find your products and services today. Then we tailor a marketing strategy for you based on proven experience and a thorough understanding of your marketplace. We take that knowledge and put it to work for your unique business situation and environment.

KEO Marketing offers trusted services including lead generation and nurturing, marketing automation, inbound marketing, content marketing, search engine optimization, search marketing, email marketing, creative, video marketing, website design and development, app development, online and traditional advertising, local and mobile marketing and much more.

Successful marketing is an investment that delivers outstanding business results. Request a complimentary marketing audit and put your company on a path to success. For more information or to request a complimentary marketing audit, please visit us online at [keomarketing.com](http://keomarketing.com)



# KEOMarketing

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