



Industry: IT infrastructure & managed services

Deliverables:

- SEO, SMM
- Content Writing
- Multi-channel Marketing

Technology:

- Google Analytics,
- Google Webmaster
- aHref,
- SEO Moz

Country: Australia

Project Goal:

It's no wonder that the IT domain is so highly competitive, compelling businesses to turn to digital marketing to help them maximize their reach and boost revenue. Our overseas client approached us to help them with:

- Generate traffic to the website
- Attract potential sales leads through relevant content
- Ensure long-term and sustainable interaction with the target audience
- Increase the Visibility of website on various search engine through the organic SEO

Challenges:

- The client struggled to grow its customer base and enhance overall brand visibility
- The existing web property did not facilitate user engagement, and the site structure was not conducive to web crawlers
- Lack of proper tools to map a company's sales process in order to identify problems
- To bring the client on top positions from nowhere in the Google search
- Analyzing vast Australian market data for effective selling strategy
- The absence of any online marketing plan or website administration
- Bringing conversions through multi-channel marketing within a defined budget in a highly competitive market

“Through a careful blend of multi-layer onsite SEO, SMM, and paid media strategy, KCS delivered a successful digital marketing campaign that increased the organic traffic by 100% within 3 months for the client. The impressive results we delivered resulted in improved sales, better customer engagement, enhanced brand awareness as well as a boost in revenue.”



Service deliverables:

- On-site/ Off-site SEO
- SMM
- Reputation Management
- Content Writing
- Multi-channel Marketing
- Email Marketing
- Inbound Marketing
- Marketing Strategy Development & Execution

Solution

Before adopting any strategy or approach, our first action plan was to study the Australian market, do an in-depth analysis of the competitor's landscape, define the target audience, and devise impressive go-to-market approach.

Key discoveries included that the client didn't have any prior online presence, also there were very few online communities for their industry, and that the mention of their brand was rare. Despite the fact that their historical customer base largely did not use the digital platform, our client saw an opportunity to seize the lead and become a thought leader in their marketplace.

We responded by launching an intensive granular and creative multi-layered On-Page/ Off-Page SEO, SMM, digital PR, paid media strategy, and more. We first started by upgrading their current website. It was in an immediate need of optimization, right geo-specific keyword targets, quality content, conversion-friendly landing pages & a planned marketing strategy.

Website performance also needed improvement to reduce bounce rate and encourage deeper in-site navigation. We identified over 2 million search queries and made a list of prioritized keyword search terms based upon the search habits of their target audience and the services the client wanted to emphasize on.

Since the client didn't have an active social media presence, we helped them develop a multi-channel social strategy directing users to the brand's website. We promoted original content through social media platforms like Facebook, LinkedIn, and Twitter, which were used as "beacons" to drive traffic to the website. We also provided them with unique content creation services. In addition to evergreen blogs and social media posts that offered useful information to potential and existing customers. The entire campaign was SEO optimized with proper keyword content planning. We eliminated non-conversion keywords and replaced them with tighter, action-oriented keywords and phrases.

100%

organic traffic
increase from search

30%

reduction in bounce
rate

21%

increase in average
time on-site

43

keywords ranked 1st in
Google in Australia

15%

increase in revenue
from search

100+

number of backlinks
achieved

Result:

By the end of the project within 3 months, our professionals were able to smash all the targets and exceed every single goal set. Organic traffic from search grew by 100% and more than 100 backlinks were secured through digital PR and the revenue from the search grew impressively.

We targeted the audience with creative social media posts, blogs, articles, paid media strategy, engaging campaigns with hashtags, and more we were able to help client position itself as a strong brand in the market, boost visitors and outperform its competitors.

With the measurable increase in brand awareness our client was able to generate more product and service inquiries at regular intervals through live chat, e-mails, contact forms, and phone calls which in turn helped them achieve business goals quickly. Increase number of sales-ready leads and an impressive boost in revenue.



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