

The Coca-Cola Company Converts the Most Leads With Revamped B2B Site



CLIENT

The Coca-Cola Company

INDUSTRY

Consumer Packaged Goods

TOPICS

- Analytics and Insights
- Content and Creative
- Email Marketing
- Media
- SEO
- Web Development

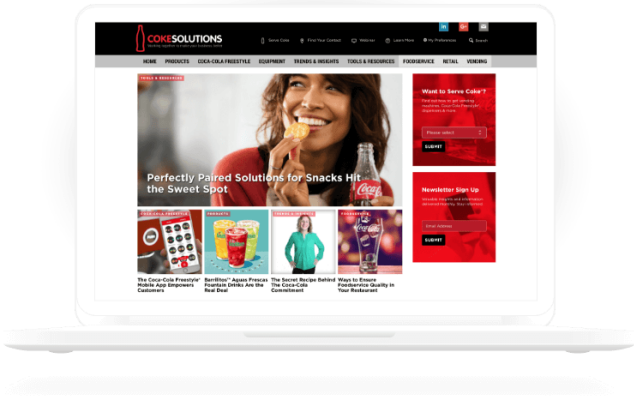
SOLUTIONS

- Performance Marketing
- Strategy



CHALLENGE

The Coca-Cola Company is one of the world’s most recognized and beloved brands, known predominantly for its signature beverage, Coca-Cola. Although the beverage behemoth has enjoyed phenomenal success in the B2C space, it needed to strengthen its B2B website, CokeSolutions.com, to better connect with retail, food service, and vending customers and prospects. CokeSolutions.com was designed to generate leads and serve as a trusted resource for beverage industry tips and trends, thought leadership, and information about company programs and products. However, the site failed to meet visitors’ expectations, so they rarely engaged with the content or returned to the site.



18,000

Leads generated by CokeSolutions.com each year, with a 44% conversion rate

35%

Increase in monthly visitors to CokeSolutions.com

27%

Increase in repeat visitors to CokeSolutions.com

SOLUTION

Beginning In 2015, The Coca-Cola Company asked Ansira to develop a cohesive content marketing and search engine optimization (SEO) strategy. Ansira also was responsible for creating new content for each phase of the customer journey, launching the company’s first B2B social media effort, and sending out a monthly email to 20,000 customers.

Three months after the deployment of the new content and SEO strategy, clicks rose significantly. Within a year, Ansira completed the addition of several new components to CokeSolutions.com: content, design, tools, platform, and taxonomy — all of which led to an increase in traffic, reach, and leads because the site finally met customer expectations for an outstanding experience.

Today, CokeSolutions.com generates 18,000 leads each year with a 44% conversion rate — the highest of all sources across the company. The site also dominates the top positions in search results.