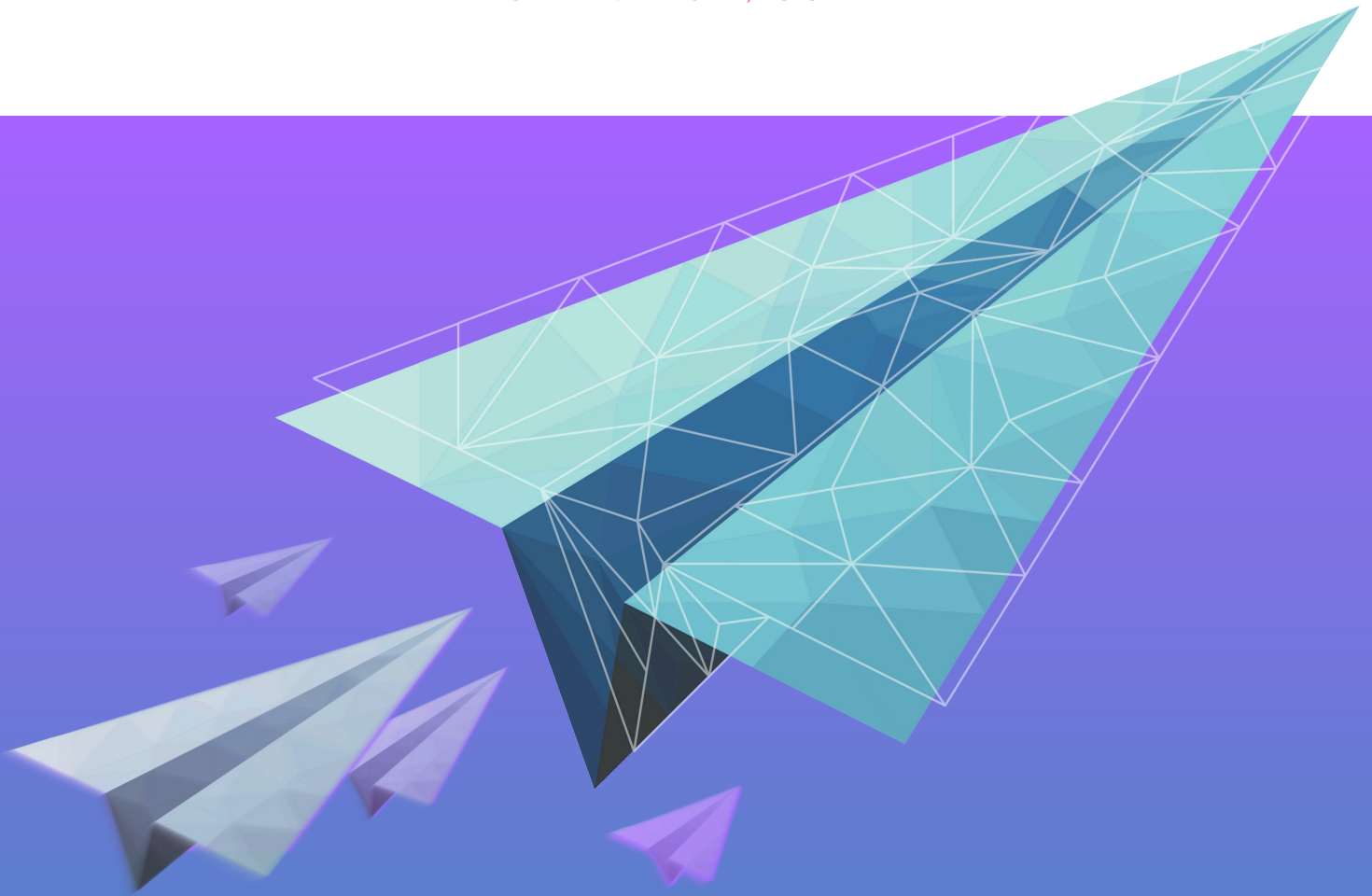


A SMARTSEARCH MARKETING
CASE STUDY

SWITCHING AGENCIES: PAID SEARCH CASE STUDY

UPDATED: FEBRUARY, 2015





BACKGROUND

Our client is a global provider of DDoS protection, application delivery and load balancing solutions.

SmartSearch Marketing took over management of the company's paid search advertising efforts two years ago. The primary goal was to improve lead generation ROI by reducing overall cost per lead.

“The client made the switch to SmartSearch Marketing with clear expectations and goals for their digital advertising program.”



SITUATION

After working with another search marketing agency for many years, results had plateaued; the client began searching for another partner. The client made the switch to SmartSearch Marketing with clear expectations and goals for their digital advertising program.



GOALS

- Increase lead generation ROI from digital advertising
- Make a seamless transition from previous search marketing firm to SmartSearch Marketing

“SmartSearch combined PPC (pay-per-click) campaign optimization techniques with a landing page testing program to immediately start improving results.”



SOLUTION

SmartSearch Marketing took over management of the client's search marketing efforts without interruption.

SmartSearch combined PPC (pay-per-click) campaign optimization techniques with a landing page testing program to immediately start improving results.

Utilizing landing page development, conversion rate optimization (CRO) and testing techniques, SmartSearch Marketing implemented a plan to maximize visitor engagement and convert visitors into inquiries and leads.

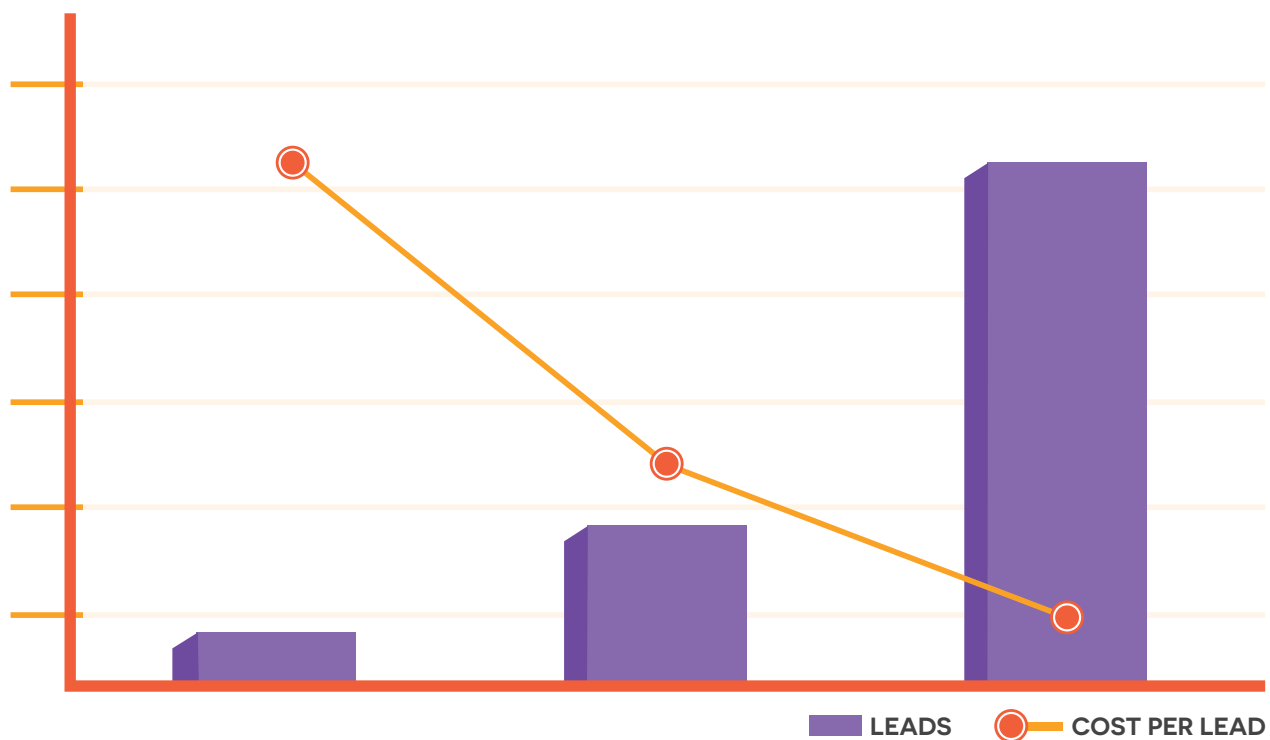
PROCESS

SmartSearch Marketing performed a detailed audit to determine what changes should be made to the client's search marketing program. This audit examined search demand, audience online usage/habits, competitive intelligence, analytics, funnel metrics and engagement.

SmartSearch Marketing developed a hypothesis based on the complete analysis, created landing pages that were then tested and implemented a plan based on findings. What our client saw, was remarkable results.

RESULTS

- Year one, SmartSearch Marketing increased volume of leads from digital advertising by 173% and decreased cost per lead by 120%.
- Year two, SmartSearch Marketing increased lead volume from digital advertising by 714% and decreased cost per lead by 411%



By making the agency switch, and choosing SmartSearch Marketing as their trusted digital marketing partner, our client not only experienced a huge increase in leads, but also decreased their lead cost. These are the kind of results we continue to deliver for all of our B2B clients.



SMARTSEARCH
marketing

ABOUT SMARTSEARCH MARKETING



SmartSearch Marketing has been in business since 1999, specializing in search marketing solutions for medium to large sized B2B companies. Agency value comes from extraordinary service, strategic leadership, and deep technical expertise in search engine optimization (SEO), paid search advertising, and conversion improvement. SmartSearch Marketing consists of a team of highly skilled industry experts to help clients attract, engage and convert prospects across the entire buying lifecycle.



SEARCH ENGINE OPTIMIZATION

Visibility. Traffic. Results. Our proven SEO methodology delivers cost-effective, long-lasting results from organic search.



LOCAL SEARCH MARKETING

Even global brands should promote their business locally. Multi-location businesses rely on local search, maps, directories and more.



WEBSITE CONVERSION

Getting prospects to your website is only half the battle. Engage website visitors, generate leads, acquire customers.



PAID SEARCH ADVERTISING

Our paid search campaigns are a fast and efficient way to target qualified prospects and generate leads.



LANDING PAGE TESTING

We combine advertising programs with landing page testing to convert prospects into leads and customers.



ANALYTICS

Intuitive performance dashboards deliver valuable knowledge, customer insights and a competitive advantage.

LEARN HOW SMARTSEARCH MARKETING HELPS B2B MARKETERS AT:
www.smartsearchmarketing.com

FOR FURTHER INFORMATION

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