

Case Study: International Search Marketing Campaign



Situation

Abacus Solutions is a global value-added reseller (VAR) of new and refurbished IT infrastructure products and various IT-related services. Based upon the successful U.S.-oriented search marketing program developed and managed by Prominent Placement, the client engaged Prominent Placement to replicate the program on a smaller scale that focused on Latin America. Two search engine optimized micro-sites were developed, one each in Spanish and Portuguese. In addition, a pay-per-click campaign was launched for the sites within the same languages.

Strategy

Challenge: To effectively promote, launch and increase online visibility of client's new Spanish and Portuguese micro-sites, thereby driving targeted traffic to the respective sites.

Strategic objective: Increase online visibility of targeted search terms, increase monthly traffic from Latin American countries, increase monthly sales leads from Latin America, and increase total revenue from Latin America.

Creative Strategy: Prominent Placement developed a three-pronged approach to build the client's online presence within Latin America. This program included two optimized in-language micro-sites, in-language pay-per-click campaigns and in-language optimized press releases that were distributed online during a two-week period approximately one month after the May 2006 launch of the micro-sites.

Results

As a result of the overall search engine optimization program, the pay-per-click campaigns for the micro-sites and online press releases, the client's targeted search terms received numerous first page listings within the major Latin American search engines. Additional results are shown below:

Average Monthly Latin American Traffic

2005 Monthly Average	2006 Monthly Average	Result Increase %
80	480	+488%

Online Sales Leads

2005 Monthly Average	2006 Monthly Average	Result Increase %
6	23	+283%

Annual Revenue – Booked

2005 Revenue	2006 Revenue	Result Increase %
\$20,000	\$27,500	+88%

Annual Revenue – Booked and Potential in Sales Pipeline

2005 Revenue	2006 Potential Revenue	Result Increase %
\$20,000	\$2.2M	+87,900%