

# Case Study: Search Marketing Campaign Online Equipment Seller



*Note: Because of today's highly competitive marketplace, Prominent Placement's fiduciary role as our client's business partner precludes us from publishing their name for this Case Study. Our partner, however, has allowed the use of their success metrics for the purposes of this Case Study.*

**SITUATION:** Client sells new and used back-office banking equipment online. Client wanted to drive more traffic to their web site and increase online sales. A two-pronged search engine marketing campaign, consisting of "organic" search engine optimization and a pay-per-click campaign was launched. The result of Prominent Placement's search engine marketing campaign is that the number of top search engine rankings, the amount of traffic driven by search engines, and online sales all increased dramatically, exceeding campaign goals.

## **STRATEGY:**

1. **Marketplace challenge:** Client's company is one that the target audience never thinks of until they have an immediate need, usually due to a key piece of machinery breaking down. When that happens, they quickly search for an equipment provider. Client needs to be easily found, and being visible in search engine results is key. Please see "creative strategy" for additional challenges that were solved with our creative approach.
2. **Target audience:** Primarily banks and credit unions of all sizes. Secondly: maintenance companies hired by banks and credit unions to repair/replace equipment.
3. **Strategic objective:** Drive traffic from search engines using a combination of search engine optimization and a pay-per-click campaign. The goal was to (a) obtain at least 350 top search engine rankings for search terms being used by the target audience, ultimately leading to (b) an additional 1,000 web site visitors a month from search engines.

**CREATIVE STRATEGY:** When the target audience experiences an equipment breakdown, and is seeking replacement equipment or parts, they need their purchase to be delivered quickly. The creative messaging emphasized both Client's large inventory of over 20,000 products (so no need to wait for a product to be ordered) and 48-hour turnaround (fast shipping). In addition, having never heard of Client's business before, we needed to establish credibility quickly. The creative messaging also included information about guarantees.

**RESULTS:** (Note that Client had optimized their site themselves before hiring Prominent Placement, so they already had achieved healthy rankings and site traffic generated by search engines.)

<u>Measure</u>	<u>Pre Prominent Placement</u>	<u>Post Prominent Placement</u>	<u>Increase</u>
Top-30 Rankings	249	528	<b>+112%</b>
Top-10 Rankings	186	424	<b>+128%</b>
#1 Rankings	52	168	<b>+223%</b>
Monthly site traffic via search engines	1,851	4,523	<b>+144%</b>

In addition, the pay-per-click campaign generates roughly 55,000 impressions and 1,800 clicks a month (average click-through rate of 3.2%).

## **RESULTS COMPARED TO GOAL:**

<u>Measure</u>	<u>Goal</u>	<u>Result</u>	<u>Difference</u>
Top-30 Rankings	350	528	<b>+51%</b>
Search engine visitors	2,850/mo.	4,523/mo.	<b>+59%</b>