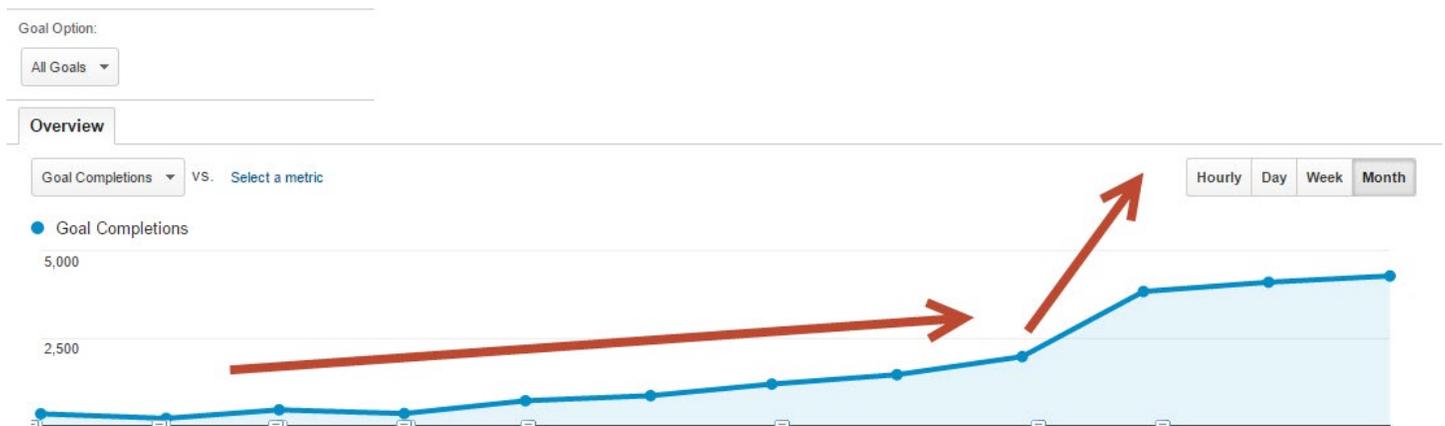




Presents:

How Multi-Channel Marketing Cut Lead Cost By 77%

A digital marketing case study



The Company



Type

B2B SaaS/Software

Website

<https://www.velaro.com/>

Case Study Content

Marketing Strategy

SEO/Content Marketing

PPC Marketing

Conversion Rate Optimization

“WebMechanix has become an essential component to our business and I can’t recommend them enough.

No one knows SEO/SEM like the team at WebMechanix.”

Jeff Mason
VP Marketing, Velaro Inc.

Introduction

Our client, a Maryland-based provider of hosted live chat software, was growing thanks to their high-quality product, but it wasn’t enough.

Velaro knew online advertising could be profitable. The leadership also knew the leverage that comes from a cohesive internet marketing strategy.

The thing was, their online presence wasn’t even close to where it needed to be and they knew it. They knew their current advertising efforts were unprofitable, but couldn’t figure out how or why. They were also unsatisfied with the look, feel and functionality of their current website.

So they engaged us to figure out what the heck was going on and how they could actually get a decent return from all this money they were throwing at their website.

The problem

A quick glance into our client’s analytics revealed some glaring issues.

First, we noticed their Google Adwords was wasting thousands on irrelevant clicks. Users searching for terms like “chatroulette” would see and click on Velaro’s Ad. Oops...

Further analysis showed us that organic traffic wasn’t growing much at all, and the website’s demo conversion rates left something to be desired.

Needless to say, we had plenty of work to do here.

The solution

So many different things to fix... it was time to roll up our sleeves and do some dirty work to get our client’s account in shape.

Trimming the PPC fat

First things first, let’s stop the bleeding. WebMechanix jumped into the Google Adwords account and trimmed some serious fat.

We found our client was getting junk PPC clicks from 3 main categories:

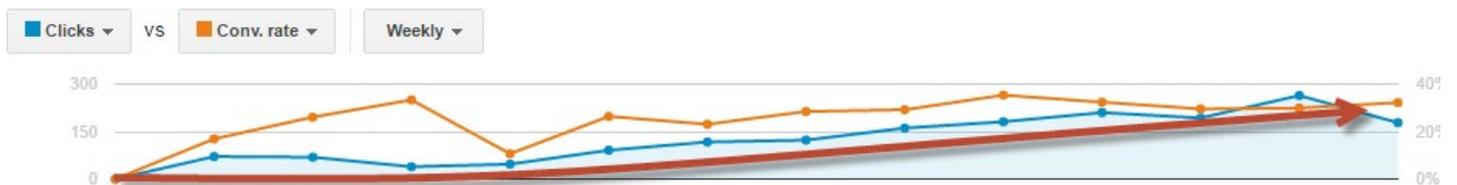
chat room	Broad match	Excluded	Business Live Chat	Live Chat (Original)	93	4,785	1.94%	\$5.52	\$513.33
e commerce	Exact match	Added	Livefluence Campagin	eCommerce	62	7,849	0.79%	\$5.21	\$509.07
live chat service	Exact match	Added	Velaro Legacy Keywords	Velaro keywords	71	195	36.41%	\$7.13	\$505.95
free live chat	Phrase match	None					4.16%	\$2.28	\$486.04
cam chat	Broad match	None					3.28%	\$5.48	\$471.59
web chat	Broad match	None					5.53%	\$2.92	\$470.31
best live chat software	Phrase match	Added					8.92%	\$6.96	\$459.66
live chat rooms for free	Phrase match	None					5.25%	\$3.40	\$458.62
free live chat software	Phrase match	None	Business Live Chat	Live Chat (Original)	64	981	6.52%	\$6.53	\$418.05
chat support	Exact match	Added	Velaro Legacy Keywords	Velaro keywords	77	282	27.30%	\$5.41	\$416.43
live help	Exact match	Added	Live Help	Live Help	89	6,822	1.30%	\$4.28	\$380.82
live help	Broad match	Excluded	Business Live Chat	Live Chat Software	58	7,113	0.82%	\$6.30	\$365.67
website live chat	Exact match	Added	Velaro Legacy Keywords	Velaro keywords	63	150	42.00%	\$5.54	\$348.88

1. Live chat support (for products from Microsoft and other brands)
2. Web chat rooms (like Chatroulette)
3. Live sex chat (yeah, for real)

These junk clicks were easily adding up to thousands (if not tens of thousands) of dollars in wasted spend. Ouch.

To block these searches, we added a boatload of “negative” keywords like “sex” and “microsoft” to prevent the wrong people from clicking on our ads.

We continued to closely monitor and add new negatives everyday. By continually clearing out the junk from our campaigns, the quality of our clicks (and therefore conversion rates) went up and to the right.



Signature SEO “Backbone”

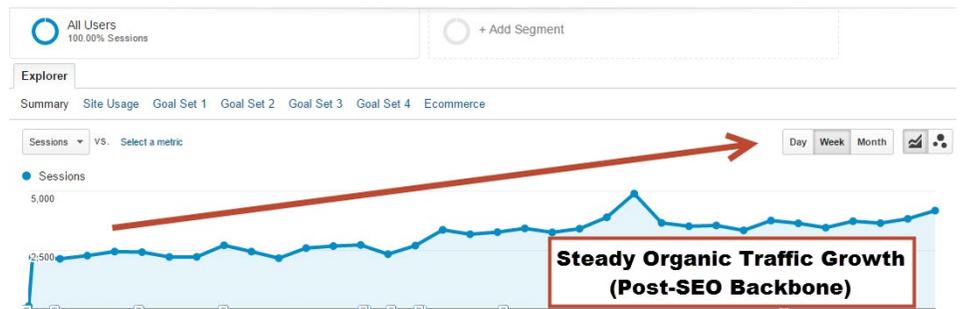
Available keyword data from Google Analytics was showing that we were pulling clicks and impressions for a ton of junk queries in the organic search results.

So the title tags, meta data, and page copy needed a refresh to better reflect Velaro’s business, and what prospects would search for to find their product.

To accomplish this, we implemented what we call an SEO “Backbone” which essentially serves as the foundation for future growth in organic search.

Here’s how it works:

1. We perform deep-dive keyword research to identify and categorize the keywords our client’s customers are searching for by:
 - Search volume
 - Competition
 - Buying intent



2. We match the high-volume keywords with buying intent that we can compete on to the most appropriate product/service pages (e.g. “enterprise live chat software” instead of “live chat”).
3. We optimize the website content and meta data (i.e. title tags and meta descriptions) for those best-possible keywords.

Thanks to this “backbone”, we were able to see a healthy upward trend in organic visitors (and conversion rates) over time.

Optimizing AdWords for conversions with “intent” matching

With the Google Adwords fat trimmed, it was time to maximize the click-through and conversion rates of traffic coming from paid search.

First, we segmented out new Adwords campaigns and adgroups based on different interest segments. We then added landing pages that speak to those segments.

For example, if an ad said: “SalesForce Integrated Live Chat Software”, we made sure the landing page would focus on the chat product’s integration with SalesForce.

The website redesign “surprise”

Sometimes, your clients make decisions you don’t expect.

Out of the blue, our client’s CEO told us they were going to redesign their website. Their team had come to the decision that they needed to reposition their brand message and that updating the website would be central to this effort.

We advised our client about the SEO implications and risks involved in a website redesign. After consideration of those risks, they decided it was important to move forward anyway.

So we pivoted our activities to make sure the website’s SEO value remained intact. Working closely with our client’s design firm, we went to work:

1. Mapping old pages’ SEO to pages on the new site
2. Optimizing the new site pages with the keywords that were working on the old site
3. Implementing 301 redirects from the old site’s pages to those on the new site

Thanks to our hustle, we were able to preserve most of the SEO value that existed on the old site. So our client got a sweet new website and maintained most of their rankings. Win-Win!

Conversion rate optimization wins

With the new website live, we needed to quickly find a way to improve our demo lead and pricing inquiry conversion rates.

So we implemented a series of “move the needle” tactics that we knew with 100% confidence would boost conversion rates.



Perhaps our most successful tactic? A pop-up (yup, there's that dreaded word again). Like it or not, pop-ups just plain work and this one was no exception.

Thanks to the pop-up and other out-of-the-box tactics, form completions on the site increased by 53.85% in the month after the popup launch!

“Upper funnel” content offers + niche ads = \$\$\$

Not all visitors to your website want to “get married” to your product right way, especially not on the first date.

That's why “upper funnel” offers can be so powerful. By providing an informational offers like an eBook in exchange for a small amount of info (like an email address) your conversion rates can go through the roof!

So we hooked our client up with some new eBooks that they could promote. These eBooks didn't talk about how great the product was—instead, they gave valuable information about the benefits of live chat along with specific use cases.



Once we had these assets on the website, we got creative promoting them. We bought placements in targeted niche advertising newsletters to get these content offers directly in front of our target customers.

While the volume wasn't huge, the conversion rates were—on ~150 visits, we achieved a 40% conversion rate. [Not bad, considering the average PPC conversion rate in the technology sector hovers around 2.55%.](#)

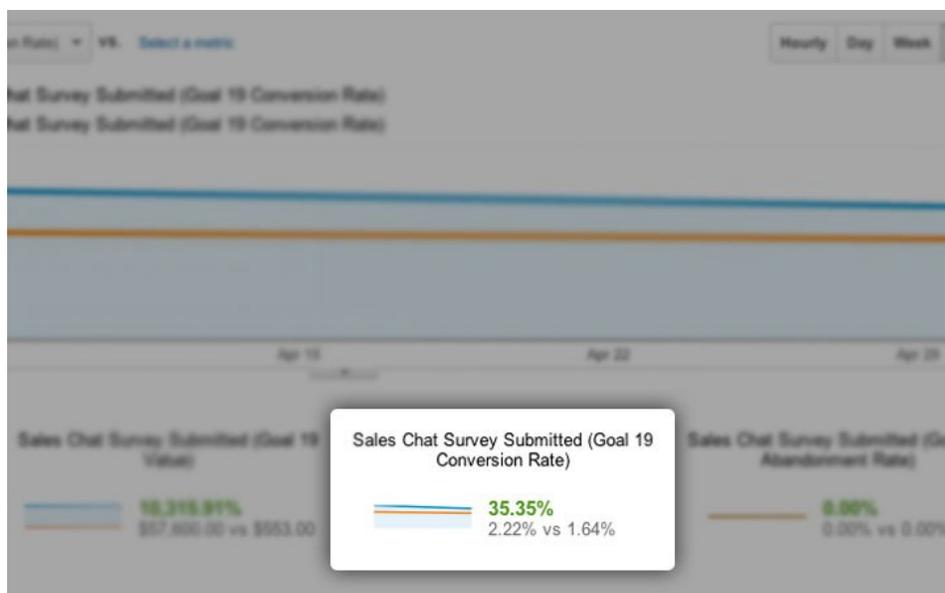
Plus, when we tracked the leads through our clients CRM, we learned these leads were a very high quality and value for the money spent.

The results

So what impact did our efforts have on our client's marketing results? The numbers speak for themselves:

- A 77% decrease in cost-per-lead (from \$130 to just \$30)
- A 35%+ conversion rate increase in live chat engagement

Plus, one bonus benefit...



Because we had integrated our client's SalesForce and Analytics, we also identified several keywords which produced junk leads. If we only had AdWords data, we would've thought keywords like "online chat software" were crushing it because they had the highest conversion rate and lowest cost-per-lead.

Luckily we were able to add the disposition of Velaro's sales team. Instead of spending more on keywords which produced junk leads, we could save the money and focus it elsewhere.. on campaigns and keywords that actually made money!

Our client's VP of Marketing had this to say about his experience working with WebMechanix:

"Webmechanix has been doing SEO and PPC for us for a while and they are indispensable.

"About 6 months ago, we worked with a 3rd party to redesign our website. Their design work was good but they lacked real SEO expertise. Luckily we had Webmechanix or we would have been screwed and our web traffic would have suffered considerably. This would have been a major hit to our business since a large portion of our leads come from SEO.

"Arsham, a WebMechanix co-founder, took it upon himself to manage the process to a point where we're now way ahead of the game. Not only did he put the team in motion to implement critical SEO best practices, they went WAY above and beyond. WebMechanix took on a leadership role in working with another vendor of ours to clean up all the fine details and configure a much more detailed tracking and ROI measurement system than we had before.

"WebMechanix has become an essential component to our business and I can't recommend them enough. No one knows SEO/SEM like the team at WebMechanix."

Ready to cut the fat from your digital marketing campaigns?
[Click here to contact us for a free 30-minute strategy session.](#)

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