

HOW WE INCREASED **TRAFFIC BY** **135% IN 10** **MONTHS**

OVERVIEW

The client is an IT service provider established in 2015. Offering an array of services like Application Engineering, Ops & Monitoring, DevOps, and Cloud Implementation, the company has expertise in cloud and data technologies.

BUSINESS BENEFITS

- 65% increase in organic search traffic of the client's website for the past 12 months.
- 3x increase in lead response rate with Email campaigns with smart lead nurturing.

- 70% increase in engagement rate with content marketing and interactive landing pages.
- Generated relevant leads with effective video blog marketing campaigns.
- 30% boost in sales with account-based marketing.





PROBLEM OUTLINE

The client was struggling with low website traffic and user engagement. They were looking for a more target-oriented marketing strategy to attract good quality traffic to their website. With a visible gap in efforts and results, the client needed a fix ASAP!

Some of the key problems were:



LOW TRAFFIC AND USER ENGAGEMENT

The client's website was new. It was suffering from low traffic and engagement. As a result, the SEO (Search Engine Optimization) ranking of the website was low with less visibility on the Internet.



LESS TARGETED MESSAGING

The client was unable to target the audience due to low relevant content. They wanted to pitch to their prospects in a more targeted and data-driven way.



QUALITY OF LEADS

One of the major problems faced by the client was the low-quality leads they were receiving from the website. Besides, they were unable to measure the lead nurturing and its impact on ROI. In a nutshell, qualifying the leads through the sales funnel was a bit complex.



INEFFECTIVE CTAS

The content of the client's website was unable to generate good-quality leads due to ineffective CTAs. It was affecting the ROI to a greater extent.



INADEQUATE SERVICE MARKETING

End-users of the client primarily belong to healthcare, retail, and hi-tech enterprise. The client was unable to brand the services for them due to inadequate marketing strategy. Moreover, the client was not able to concentrate on account-based marketing due to large numbers of end-users.

The client approached AAIC to fix marketing strategies. We created a strategic and engaging inbound marketing strategy by analyzing the pain areas. Our AI-based content marketing tool, Marxeed significantly helped in content promotion.

AAIC SOLUTIONS TO BRING MORE ENGAGEMENT WITH THE RIGHT INBOUND MARKETING STRATEGY

➤ **Responsive and Interactive Website:** We revamped the client's website with responsive designs and the right content to bring more user engagement. Our team delivered a visually attractive website with engaging content with convertible custom landing pages. It has increased engagement to a high level.

➤ **Effective Account-Based Marketing:** We started strategic account-based marketing for targetted accounts. Our team sent contextual emails to all targetted accounts and as a result, the client received more meeting requests from the prospects.

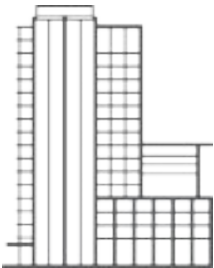
➤ **Strategic Inbound Marketing:** We ran email marketing campaigns by identifying the right target audience. Our timely response and lead nurturing helped our client to generate more leads.

➤ **Content & Video Marketing:** We created strategic blog posts to address end-users' pain areas, share knowledge, and technical insights. Moreover, we used effective and short CTAs with blogs to create more conversions. We also created intriguing videos of all the blogs

along with promotional videos to bring more engagement. We improved the website rank of the client with extensive Search Engine Optimization (SEO), backlinks submission, and social bookmarking by targeting the right keywords.

➤ **Social Media Marketing:** We boosted social media marketing (Linkedin, Facebook, Instagram, Twitter, Youtube) of the client with posts, videos, infographics, and blog promotions. With the help of Marceed, we used to find the top trending hashtags, blog topics, Quora QA, and StackOverflow QA. Such an intelligent tool helped us to bring more user engagement for the client.

ABOUT APPLIED AI CONSULTING



Applied AI Consulting is a fast-growing digital marketing company offering Inbound Marketing, Hubspot Consulting, and Account-Based Marketing services. Our inbound marketing is empowered with Marxeed, an AI-based content marketing tool to find out top keywords, blog titles, quora QA, etc. We at Applied AI Consulting love processes, automation, and checklists. We are marketers who are still engineers at heart and approach digital marketing in the same way-the engineer's way - 'Make it lean, focused, efficient, and affordable'. For us, digital marketing is a combination of 'Art, Science, Psychology, and Engineering'.

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