

Search Engine & Content Marketing Case Study

Intel Cisco Gigabit Ethernet Networking Solutions



GIGABIT NETWORKING SOLUTIONS FROM CISCO SYSTEMS AND INTEL

Overview

Intel & Cisco formed a joint marketing partnership to sell their gigabit Ethernet networking devices that can run over existing network infrastructure without re-wiring with expensive fiber optic cable. The Gigabit Ethernet Networking Solutions (<http://www.gigabitsolution.com/>) Web site was developed as the primary marketing vehicle for the partnership. Due to site development delays and resulting budget crunches, promotion resources were limited until a new budget could be procured at the end of the fiscal year, which was 9 months away. As a result, marketing programs had to be cost effective and bring targeted traffic and sales leads to the site in a timely fashion.

Program Objectives

- Drive targeted traffic to the gigabitsolutions Web site through search engines
- Drive qualified leads

Challenges

- Limited amount of search engine friendly content available on the site
- Heavy competition with industry resource sites and associations in search engines for targeted phrases like “gigabit ethernet”

Strategies / Tactics

Search engine marketing was recommended to drive targeted visitors to the site with the limited resources available. After performing in-depth keyword research, it became clear that top ranking for the term “gigabit ethernet” was going to be vital to the site’s success. Even though content, which search engines use to determine rankings, was limited, a pain-staking effort to optimize the content available for “gigabit ethernet” and related phrases was undertaken. In addition, registration forms were also added to the site so that visitors could sign up for an email newsletter or before they could download content.

A content marketing program to generate qualified sales leads was recommended as well. Content marketing programs provide a means for distributing content (white papers, product datasheets, Web seminars, product demos, etc) through a network of sites frequented by the IT audience. These programs incorporate lead capture mechanisms so that interested parties can be contacted with more information by the sales team. In order to maximize the impact of this program, only the best content was chosen for the program and careful consideration was given to the abstract provided for each piece of content as this is the point where a potential customer decides whether or not to register to download the content.

Intel Cisco Gigabit Solutions – Results

Intel & Cisco enjoyed excellent results in a short amount of time, and were able to justify the expenditure of funds to promote the partnership to their respective internal teams. The partnership continues to expand.

Results Over 9 Months

- Top 10 results for “gigabit ethernet” in all major search engines & directories
- 94% increase in visitor sessions
- 42% increase in qualified visits (visitor becomes sales lead)
- 145% increase in visitor sessions from search engines

Content Marketing

- In 90 days the program delivered nearly 1,500 leads for a cost per lead of less than \$5
 - 5.6% CTR from search result to abstract (compare to banner advertising @ .5%)
 - 76.32% of those became sales leads by registering and downloading content