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KEOS
MARKETING GROUP
online media events strategy data

Case Studies of Keos Marketing Successes _____

Through search engine marketing efforts and combining both website optimization with pay per click campaigns that are targeted towards special event marketing Keos Marketing Group has proven success with increasing leads to companies and organizations. Here are a few examples of the success of Keos Marketing Group:

Wyoming Business Council: increased website visits by an average of 570 percent from search engine marketing efforts which included both search engine optimization and pay per click paid ad campaigns. Wyoming also received qualified leads with tradeshow targeted search engine campaigns.

FantasyPro.net (Fantasy Football): launched a search engine marketing (Pay Per Click) campaign and provided basic search engine optimization (SEO) recommendations to generate website leads. After the launch of SEM the website consistently received 15 to 20 new leads per week and a 200 percent increase in website visits.

Timber Frame Business Council: increased the visits to their website and to the contact form. The search engine campaign increased the monthly leads generated by contact form submissions by an average of 938 percent.

Northeast Indiana Regional Partnership: increased total visits to the website by 66 percent and total referrals from search engines by 164 percent; increased referral traffic from Google by 30 percent and from Yahoo! by 419 percent.

Trollinger Law Firm: increased the website traffic between 40-60% during the first couple of months after implementing search engine optimization of the website content including html code and visible copy.

ACH Foam Technologies: consistently exceeded the online plan estimates of 1,500 clicks per month. Consistently reached a click through rate over one percent for targeted keywords that have the highest advertiser competition in the packaging industry.

Fitzsimons Science and Technology Park: increased the website referrals from paid search by 94 percent from the start to the finish of a four month campaign, without increasing monthly costs; increased the total website visits by 49 percent in the same time period; and increased the lead conversion events such as downloads and contact form submissions.

Stapleton Denver, Forest City: increased website referral visits from zero referrals to referrals being 30 percent of the overall website traffic (both organic and pay per click). In addition, with an increase in monthly costs to Google established a 300 percent increase in monthly clicks to the website from search engines moving from 509 clicks to 2,065 clicks from search engines alone. (2009)

Stapleton Denver, Forest City: after the first stage of website optimization, increased the website traffic by 3,000 new visitors in the first month of search engine optimization. This first stage included the one-click-away

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landing pages. During the course of website optimization the website traffic of first time visitors continues to increase exponentially. (2010)

Finger Lakes Wine Country: search engine marketing methods produced the same number of visits to the website as print marketing efforts. Search engine marketing proved the best marketing effort for the advertising dollar because at a mere fraction of the cost of traditional marketing efforts Finger Lakes Wine Country received the same results. Moving forward, the hundreds of thousands of dollars spent on print ads was allotted to online marketing.

Mesa del Sol, Forest City: maintained a targeted interest list with a State targeted pay per click ad campaign. Mesa del Sol has seen steady interest by potential commercial and residential real estate buyers. This interest is based solely on future offerings projected through the search engine campaign ads.