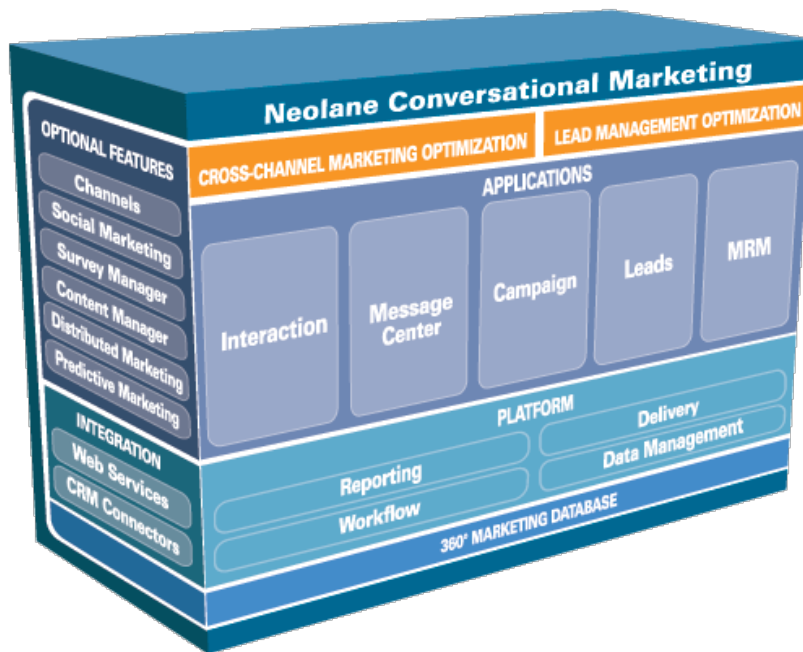




**The Company:**

Neolane, Inc. is a conversational marketing technology provider, which develops marketing automation and campaign management software and services for B2B and B2C marketers. Born “digital,” Neolane software provides a cloud-based, web-services based platform that centrally manages direct marketing campaigns, leads, resources, customer data, and analytics. In [February 2013](#), Neolane was named #64 on the *Forbes* list of America’s Most Promising Companies. In June 2013, Adobe Systems acquired Neolane for \$600 million.



**The Challenge:**

Neolane approached KoMarketing in late 2011, after a year of dissatisfying SEO results. The organization had aggressive growth goals and was looking for an SEO partner that would be held accountable for a range of key performance indicators (KPI’s), including strategic keyword ranking, traffic acquisition improvements, and lead generation development.

In the two-plus years KoMarketing worked with Neolane, we were assigned the following KPI’s:

- Double organic search engine traffic on an annual basis
- Provide first page search engine results positioning for a core set of competitive keyword targets
- Continually optimize conversion rates for organic search engine traffic

## The Solution

The following Internet marketing services helped drive the success of the Neolane SEO program:

### Search Engine Optimization

Keyword Rankings	Dec 2011	Dec 2012
Keyword Targets	Google	Google
	47	N.R.
	23	6
	4	2
	N.R.	39
	19	4
	19	3
	N.R.	N.R.
	16	4
	N.R.	N.R.
	6	3
	N.R.	N.R.
	11	3
	24	11
	N.R.	41
	N.R.	49
	12	18
	N.R.	N.R.
	19	7
	21	8

Examples of keyword rank improvements

Keyword Rankings	Dec 2011	Dec 2012
Keyword Targets	Google	Google
	23	10
	37	22
	22	12
	N.R.	23
	26	26
	18	9
	37	3
	N.R.	9
	45	13
	N.R.	36
	8	3
	N.R.	29
	N.R.	N.R.
	N.R.	4
	N.R.	32
	N.R.	N.R.
	N.R.	21
	4	2

- Keyword Research:** KoMarketing identified a core set of keyword targets along with a comprehensive list of supporting, related phrases. Keyword research represented a consistent part of the ongoing management of the Neolane SEO program

- **Link Building:** In order to leverage several key qualities of Neolane’s marketing campaigns and drive links to the Neolane blog through outreach and social media, KoMarketing put together a comprehensive link building campaign. Examples of how link-building tactics included recommendations for bylines, link analysis associated with events and conferences, and outreach related to content marketing assets developed.
- **Page Optimization:** To optimize keyword visibility, KoMarketing provided strategic guidelines and onsite edits as new content was created for the site and blog. Throughout the duration of the program, KoMarketing provided optimization for more than two hundred onsite content assets.
- **New Content Recommendations:** KoMarketing provided regular recommendations for new content ideas based on keyword research, competitive analysis, and general experience with Internet marketing. Analyses lead to KoMarketing becoming heavily involved in Neolane’s content marketing effort.

## Content Marketing



Examples of content marketing assets optimized and created, including blog posts, news stories, and infographics

As indicated above, content marketing became an essential component of Neolane’s SEO program due to its necessity in messaging, submission to third-party websites, and inbound link creation. Steps taken to drive the content marketing initiative included the following:

- **Strategic Content Marketing Plan:** On behalf of Neolane, KoMarketing put together a regular editorial calendar focused on blog posts, news content, and strategic site initiatives. This strategic content marketing plan, which delivered positive results, represented a significant component of our strategy for improving rankings for target keywords.
- **Blog Posts:** KoMarketing emphasized the development of the Neolane blog, which became one of the biggest link assets. We provided monthly recommendations and guidelines for topics based on keyword research, competitive review, and industry trends. KoMarketing collaborated and worked on blog posts suggested by the Neolane team, and supplied outlines as well as schedules for blog post release. Throughout the duration of the Neolane SEO program, KoMarketing helped produce over 100 blog posts.



- **Google+:** KoMarketing strengthened Neolane's Google+ activity and set up key Neolane personnel with Authorship on the blog. The use of Google+ drives more and more personalized results through social network association. The implementation of Google+ has led to interactions with eTail, the DMA, CIO & InformationWeek.
- **Industry News:** KoMarketing created multiple news articles each week based around our keyword targets to support SEO and add to Neolane's industry thought leadership. Throughout the duration of the Neolane SEO program, KoMarketing produced over 100 industry news articles for the organization.
- **Keyword-Centric Best Practices Pages:** KoMarketing developed best practice pages designed to curate key Neolane content, drive strategic keyword visibility, and provide an important resource for users. These pages made articles, blog posts, case studies, and white papers easy for Neolane customers to locate.
- **Infographics:** As part of a comprehensive strategy to acquire links, social media attention, and broader brand awareness, KoMarketing worked to build a series of infographics, visually capturing core concepts of Neolane's technology solutions. These infographics were, in turn, distributed online through direct outreach, social media, and tie-ins with Neolane's PR firm.

### Marketing Collaboration

KoMarketing couldn't have been successful in our SEO efforts without ongoing collaboration with Neolane team members, partners, and vendors. The following examples demonstrate how we collaborated for SEO and broader internet marketing success:

- **Search Advertising:** KoMarketing guided Neolane through brand-specific search engine advertising, in an effort to protect brand reputation and maximize brand-related real estate in search engine results.
- **Retargeting:** KoMarketing set up and managed a retargeting campaign to assist in follow up on lead nurturing prospects. We provided recommendations for banner creative and tracked results to increase Neolane's presence and assist in the lead generation process.
- **Social Media:** KoMarketing monitored distribution of industry news in social media forums, networking, and bookmarking sites, industry blogger outreach, fan-based forums, and communities. These efforts allowed Neolane to reach popular communities, build links, and develop social media popularity that positively impacted brand awareness and SEO.
- **Press Release Best Practices:** KoMarketing recommended press release best practices to maximize opportunity and offered a variety of press release options for distribution.
- **Additional Public Relations Tie-Ins:** KoMarketing assisted Neolane in finding a suitable PR firm, and worked closely with that organization in executing content, link outreach, and coordinated social media efforts. Resources from Neolane's PR firm were essential in building out content marketing assets.

### International Efforts

KoMarketing Associate's efforts were not restricted to the domestic market only. Neolane originated in France, and while its presence spread to the UK and the US, only the US site was being optimized. KoMarketing aimed to provide a comprehensive search engine optimization audit and review of the competitive landscape in France and the UK on behalf of Neolane.

- **Technical SEO Structure:** KoMarketing provided a suite of recommendations to ensure Neolane's international SEO initiatives would achieve maximum success. This included directing visitors across countries to the appropriate country destinations, establishing proper directory structure, and

appropriately setting up web reporting.

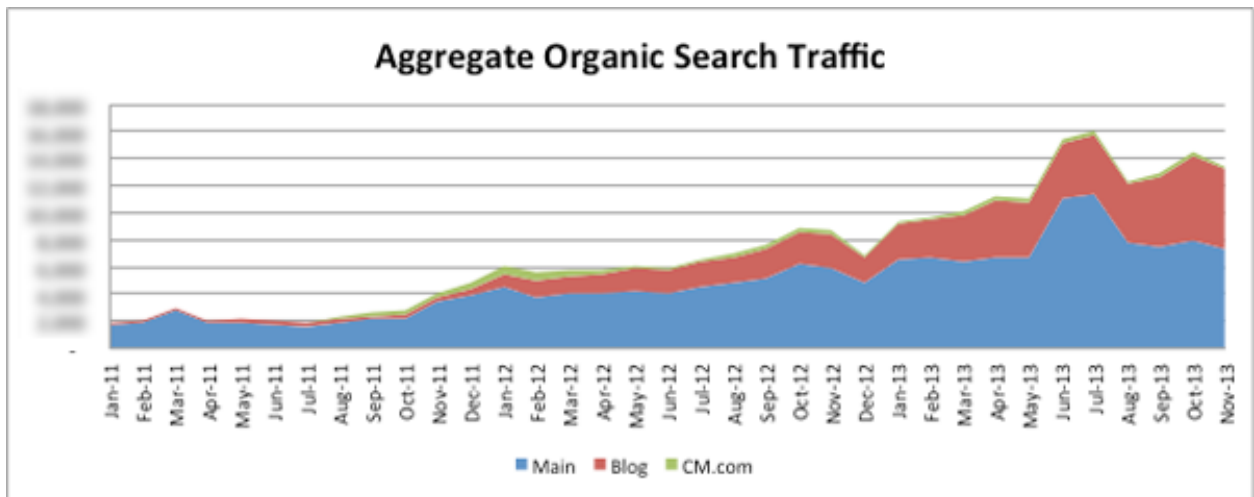
- **International Competitive Analysis:** KoMarketing produced a competitive analysis for both the UK and France to determine where Neolane could improve as well as pinpoint strengths and weaknesses.
- **International Keyword Research and Page Optimization:** KoMarketing provided insight on competitive content strategies such as article generation based off of existing content and keyword targets. The key was to be specific to the local language and culture.

**The Secret Ingredient: Communication & Analysis**

In addition to the collaboration with Neolane partners and vendors, KoMarketing Associates’ success depended on the continued support, feedback, and communication from the marketing team at Neolane. We held regular weekly meetings to review progress and met monthly for review of metrics and quarterly to assess strategy. KoMarketing was also involved in strategic marketing initiatives (such as PR firm selection noted above) in an effort to “get ahead” of SEO recommendations as best as possible.

**The Results:**

KoMarketing helped establish new highs in organic search engine referral traffic and visibility of strategic keyword targets, including the following:



*Two year growth in organic search engine traffic to main site, blog, and third party content assets*

- Over 160% year over year growth in organic search engine traffic from 2011 to 2012 and nearly 100% year over year growth in organic search engine traffic during the first three quarters of 2013.
- Through the middle of 2013, a 21% increase in lead opportunities over the prior year.
- Over 40,000 inbound links acquired, according to Google Webmaster Tools, to the main website.

The development of blog content represented a core focus for KoMarketing, and it made a significant impact on traffic (blog) both through unique keywords and organic search engine traffic.

- Organic search engine traffic grew over 600% year over year increase in organic search engine referral traffic from 2011 to 2012 and 151% year over year through the first three quarters of 2013
- More than 32,000 inbound links acquired to Neolane blog posts and content marketing assets, again according to Google Webmaster Tools.



Growth of third party links to the Neolane blog via Majestic SEO



Growth of third party links to the Neolane company website via Majestic SEO

With KoMarketing Associates, Neolane achieved significantly greater organic search engine visibility through fresh, consistent content marketing initiatives based off of an expansive keyword strategy, ongoing competitive SEO analysis, and dedicated communication and analysis between organizations.